

American Builder

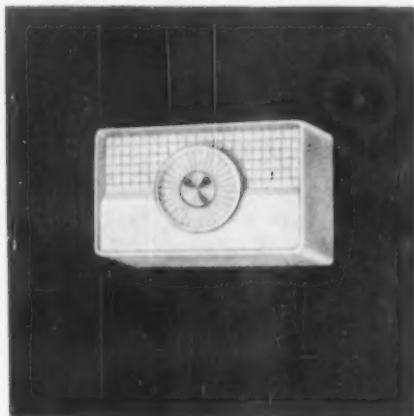
1 FEBRUARY 1957 • 75 Cents

SPECIAL:
What will
Congress
do for you
in 1957?

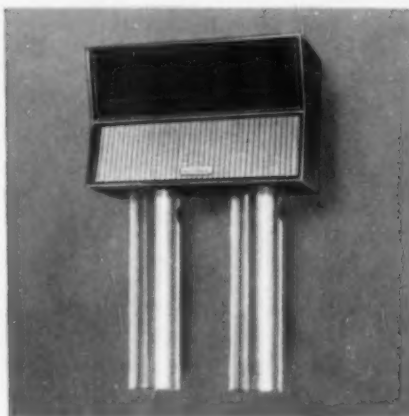


Prefab is finding its place

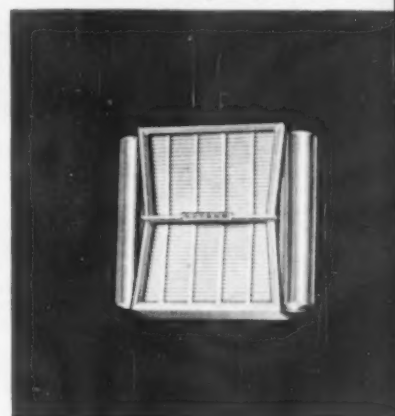
↓ L-12 Champion \$ 4.95 list



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Give your new homes BOTH...at a low cost!

Your new homes can look as modern as tomorrow with the glamorous NEW "CRISP LOOK" of these smart NuTone Door Chimes. 21 styles to harmonize with any home.

And your new Homes can have the elegance of NuTone's NEW "CHORD TONES" . . . a rich, vibrant blend of harmonious chords. The first new chime sound in twenty years . . . created exclusively by NuTone to help sell your homes.

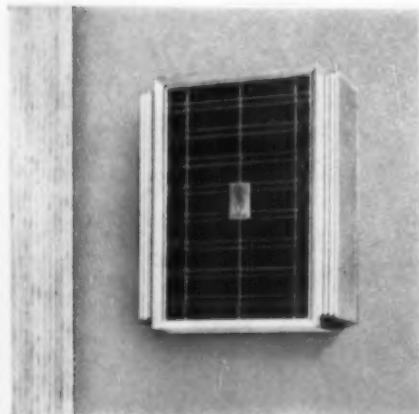
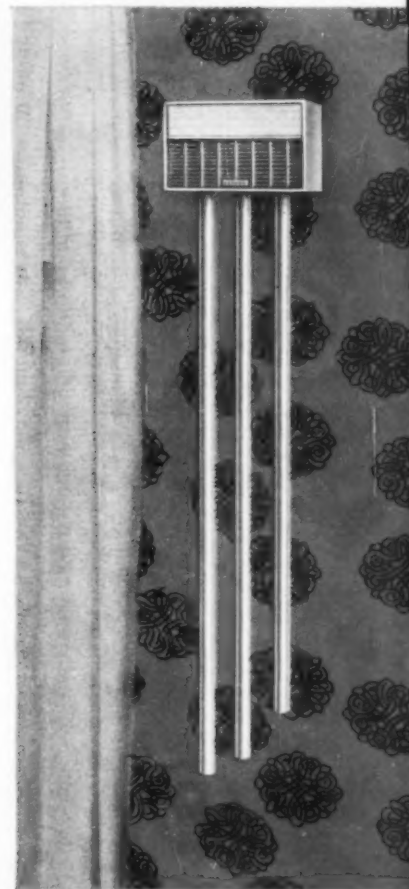
FREE COLOR CATALOG . . . Write NuTone, Inc., Dept. AB-2, Cincinnati 27, Ohio

NU-TONE

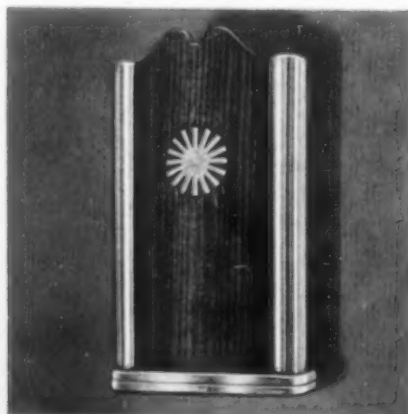
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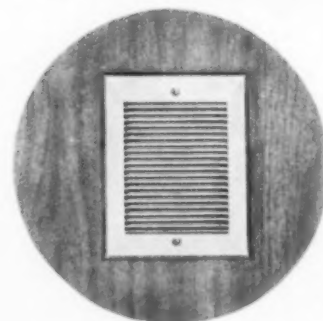
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THE OAK FLOORING
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LOCKWOOD'S NAIL GROOVE
FEATURE SAVES NAILING
TIME AND LABOR ... CUTS COSTS!

LOCKWOOD'S SPLINTER CLIPPER
ELIMINATES CHIP OR
SPUR ... CUTS COSTS!

LOCKWOOD'S SIDE-MATCH DESIGN
SPEEDS UNION OF TONGUE
AND GROOVE ... CUTS COSTS!

Lockwood Oak Flooring
installs so smoothly, fits
so snugly that builders can
pocket plenty of savings in
labor costs!

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The most beautiful oak flooring of all is
also the most easily installed! Cloud's Lock-
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more profit on each job!

You see, Cloud Oak Flooring has been
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and cut costs ... saves expensive labor time!

And don't forget the kiln-drying and pre-
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them at their finest in Cloud's Lockwood Oak
Flooring.

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SPRINGFIELD, MISSOURI





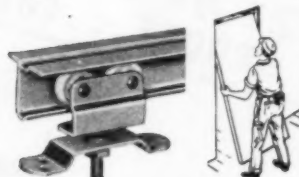
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HARDWARE

***Sterling T-Frame
goes up fast,
prevents warping***

Engineered exclusively
by the leader in sliding door hardware
—no other pocket unit like it!



Simple in design — low in cost
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**Aluminum Track and
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Twin Nylon Wheels. Door is easy
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The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

A bright future

It's a wise home builder who supports any move for industrial expansion in his area. More industry creates a demand for more new homes. A good example can be found in Lexington, Ky., where in the space of six months, six big firms announced plans to build new plants. Result: a prediction by Harry J. Huether, president of the Lexington Chamber of Commerce and of the General Telephone Co., that within five or six years the city's population will increase as much as 45,000. Based on that prediction, the city will need about 2,000 to 3,000 new homes per year—double or triple the current annual output.

Old folks at home

Builders planning "retirement" housing or homes for elderly persons would do well to heed these comments from a recent Retirement Housing Conference held in Cleveland: Isolated countryside developments are for the birds, not for older persons. Older folks don't want to live in a 100 per cent retired community. You can build all the buildings in the world, but if you don't have a program for elderly people, your project will be a flop.

Shopping made easy

A good way to reduce shopping-center maintenance problems has been introduced by Berger-Schaffer Projects at the Inter-County Shopping Center in South Farmingdale, L. I. A completely furnished four-room apartment was built amid the center for a full-time resident superintendent. Another time-saving innovation is a large garage which will house a sweeper and snow plow to assure immediate snow removal from the

parking lot. While mothers are shopping, the lady of the house will care for the children in special indoor and outdoor play areas.

Say it sweet

If you're worried that prospective home buyers will be frightened off by the big figures being used in connection with the FHA interest rate increase, here's good advice from Max Ostner, president, Memphis Mortgage Bankers Assn. Instead of quoting the total difference in payments, it would be better to point out that the extra monthly outlay is less than the price of a carton of cigarettes.

A silver lining

One bright spot has developed from the current slowdown in home building. It's a freer supply of lumber, millwork and all other materials that go into the construction of houses. According to Robert E. Blank, president, National Building Materials Co., N. J., active builders can now get the materials they want when they want them, thereby speeding up production. This, in turn, results in a dollar gain as well as improved relationship with the customer buying the house.

Watch those details

Here's some top-notch advice on how to avoid penalties in lost time and money. Pay particular attention to such things as zoning requirements, surveys showing boundaries and corners of property, land elevations, utilities, etc. Delays running from a couple of weeks to a couple of months can result if these details are not taken care of before construction gets under way.

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You get the quality of masonry at 20-40% savings with Van-Packer all-fuel Chimney

There's only one chimney that offers you the quality and performance advantages of time-tested, buyer-accepted masonry construction at a cost savings of up to 40% per unit . . . the Van-Packer Factory-Built Masonry Chimney.

Massive appearance of brick is provided above the roof by the attractive brick-design panel housing. Asbestos-cement housing won't rust or streak roof. Safety and permanence of conventional masonry is assured by the acidproof $\frac{5}{8}$ " fire clay tile liner, 3" vermiculite-concrete insulating wall and asbestos-cement outer jacket.

Important dollar savings are passed along to you from Van-Packer's mass-production to quality standards. Ceiling suspended Van-Packer Chimney saves space, too, enough for an extra closet.

Immediate delivery to your job site from your local heating or building material jobber or dealer. See "Chimneys—Prefabricated" in Yellow Pages, or write Van-Packer Company for Bulletin RS-1-12.

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jacket.

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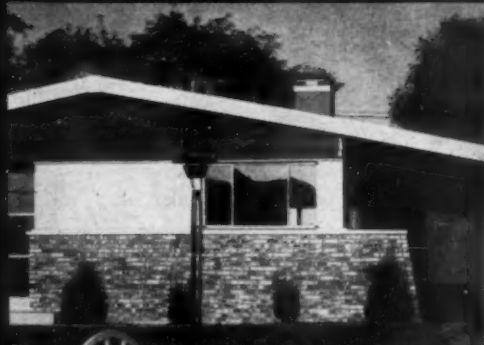


UL listed for all fuels, all home heating
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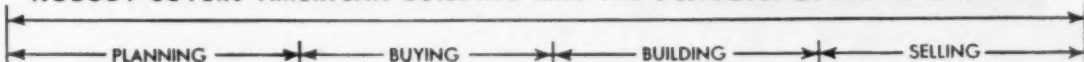


Completely packaged Van-Packer Chimney
installs in 3 man hours

Van-Packer Chimney housing harmonizes
with any type of home



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American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

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**American
Builder**

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City, Zone, State

Company

Type of Construction

AB 257

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EXPECT TROUBLE...



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Good workmanship includes wetting the brick, securing full head and bed joints, backplastering the face brick—and laying the brick carefully to keep the bond. The position of the brick should never be shifted after the mortar has stiffened.

Expect trouble when brick are shifted or tapped into place after the mortar has stiffened. Cracks will result and the wall may leak.

Brixment mortar has high water-retaining capacity. It resists the sucking action of the brick. It stays plastic and workable longer. Brixment mortar therefore makes it easy for the bricklayer to lay the brick accurately, before the mortar has stiffened.

Brixment mortar has great plasticity, high water-retaining capacity and bonding quality, great resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.

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TOP***
INSULATING WOOL
WITH
"RIP-STRIP"
OPENING



Mr. Stu (full name: British Thermal Unit!) demonstrates the new RED TOP Wool "Rip-Strip" opening. He's the famous little traveling salesman who's telling the RED TOP comfort story all over America.

Quicker to open, quicker to use... saves you time and work!

No more hit-or-miss tearing or cutting into insulating wool bags! No more of your valuable time wasted! With the new "Rip-Strip" opener on RED TOP Wool containers, you just pull back a tab—and you're in business! Blankets are always in perfect shape, never cut or torn. After opening, the new "Rip-Strip" bags hold the blankets in handy upright position... ready for use.

"Rip-Strip" is another first from United States Gypsum... another example of how U.S.G. helps make your job easier, more productive and efficient. See RED TOP Insulating Wool with the new "Rip-Strip" opening at your building materials dealer.



*T. M. Reg. U.S. Pat. Off.



United States Gypsum

the greatest name in building

To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

Further Clarification

Sirs: On p. 106, November, this statement appears: "Prefabrication and component construction are usually thought of in connection with the smaller builder . . . The big builder usually can do the job more cheaply with conventional on-site construction." Most members of our industry would dispute this conclusion, and to support their position would point to Fairless Hills, Pa., Gentilly Woods at New Orleans, Meadowdale at Carpentersville, Ill., and the Grant-Holliday subdivision near Dayton, Ohio, as examples of large scale prefabricated house operation . . . The "compromise" you state that Carl Freeman, "has worked out" is with himself and his organization and not with the industrial and marketing processes which make up the prefabricated house industry today. Your forecast on p. 79 predicts the swing to "newer construction methods" and "greater use of component parts." We feel that Carl's efforts prove that prefabrication's benefits accrue to all builders regardless of size.

—Paul B. Walker, v.p., Sales,
Douglas Homes Co., Springfield, Ill.

Mr. Walker's final sentence sums up our big point in the lead article beginning on p. 71. Our only difference lies in the definition of prefab. We broaden the term to include not only the factory package but also other forms of "industrial and marketing processes," of which precutting has been the dominant expression in large-scale homebuilding. Incidentally, Douglas Homes' own refinements in Sanford truss treatment are worthy of notice. They use a free-traveling press which squeezes each metal brace into the members in turn, while the truss remains stationary.

Personal to Joe Mason

We certainly owe you and American Builder a debt of gratitude for the (NRLDA) Convention Dailies. They were splendid. Everyone enjoyed them and looked forward to receiving them each day, and I am hoping we will be able to make this a permanent feature of our Exposition.

—Cotton (H. R. Northup, Executive V. P., National Retail Lumber Dealers Association, Washington, D.C.,

We also take this as thanks to Ed Gavin, one of whose last official acts was to firm up AB's arrangements to put out for our friends, the lumber dealers, a convention daily similar to our NAHB enterprise.

Cheesecake Competition

Sirs: A photograph of your "Value House" which we carried in our winter issue received almost as much attention as a mermaid we had on the cover. A number of persons have asked us where they can get the plans . . . Mechanix Illustrated also asked for photographs of the house for use in the magazine. We appreciate both the mention you made of Western Red Cedar in your article and your allowing us to use the photograph.

—Ray Bloomberg, Director of Information, Western Red Cedar Lumber Association, Seattle.

Maybe we can arrange a swap for your cover (and where do we get the plans for the model on it?)

Mutual Admiration

Sirs: Please accept my sincere thanks for the fine way you handled my trade-in article for American Builder. Looking forward to seeing you in Chicago.

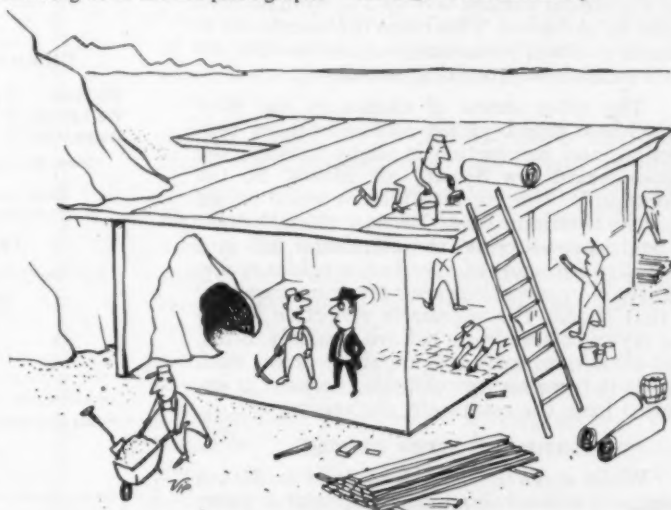
—Leland G. Lee, Jr., Dallas.

Paying recognition to leadership is a pleasurable part of our job.

Sirs: The article "What's new in trading houses" is exceptionally well done and should be a big boost toward educating builders and brokers across the country on the possibilities of trading. Also a strong trend is developing among the public, an awareness of the advantages of trading. More and more leads of this nature are coming in to us.

—Stewart B. Matthews, v.p. and General Sales Manager, Baird & Warner Inc., Real Estate, Chicago.

We'd like to get reports from our readers on how trade-ins are developing, especially on how they lick the bugs in the machinery.



Well—we've completed the den!

(Cartoon by Virgil Partch—

Courtesy Pomona Tile Manufacturing Co.)

How to Reduce CONDENSATION!

Prevent Damage to Wood, Plaster, Paint, etc.

As air becomes colder, it can hold less vapor in suspension. The degree of saturation increases until a dew-point is reached and condensation occurs.

Heat flows from warm to cold by conduction. A material in contact with air colder than itself on one side, warmer than itself on the other side, will *continuously* extract heat from the warmer air by conduction and lose it to the colder air. As the contacting warmer air becomes cooler, the amount of vapor it can hold in suspension without condensing becomes smaller.

The denser and bulkier the material, the more heat it can extract before attaining room temperature, if it *ever* does. The scientific construction of multiple layers of aluminum and air spaces minimizes condensation formation on or within this type of insulation.

THE REASON CONDENSATION IS MINIMIZED

Since the first layer of aluminum adjacent to the warm, inner air of a building weighs only about $\frac{1}{4}$ oz. per sq. ft., it does not need to extract much heat from that air to attain and remain at room temperature. The emissivity of the aluminum surface is only 3%, so little heat is lost by radiation. This helps the aluminum to remain at about room temperature and not extract much heat from that warmer air.

The other sheets of aluminum and fiber retard heat flow by inner as well as outer convection, and conduction is slight through the preponderant low density air spaces. So the aluminum's other surface faces a space colder than the aluminum itself. Because warmth flows to cold in conduction, the aluminum will *give off a slight amount of heat* to the colder space, slightly *increasing* the vapor retaining capacity of that space. The successive reflective spaces and layers of aluminum behave similarly. Since each aluminum surface is slightly warmer than the air it faces on its cold side, no heat is extracted from the colder air; *the reverse is true*.

CONTINUOUS VAPOR BARRIER

When *scientific*, joist-to-joist multiple aluminum is used, fortuitous vapor and water (like rain) which intrude into exterior building spaces will, as vapor pressure develops therein, gradually flow out as vapor, through exterior walls and roofs because vapor flows from areas of greater to less density. The vapor, unable to



Condensation forms when temperature of contacting air is reduced below dew-point by a cold surface.

Condensation forms when the capacity of an air space at a given temperature is too small for the amount of vapor present.



back up through the long, *continuous*, almost *impervious* aluminum, will flow out, because exterior walls and roofs have substantial permeability in comparison with aluminum, far greater than the required 5 to 1 ratio. Infiltration under its flat stapled flanges is slight.

The U. S. Bureau of Standards has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls," which deserves your attention. Use the coupon to get a free copy from us.

THERMAL VALUES, INFRA TYPE 4S

Up-Heat C .105 = 3 $\frac{1}{4}$ " non-metallic insulation*
Wall-Heat C .068 = 4 $\frac{3}{4}$ " non-metallic insulation*
Down-Heat C .042 = 7 $\frac{1}{2}$ " non-metallic insulation*

*Based on limiting values of Fed. Spec. HH-1-521c

Cost installed between wood joists, material and labor, about 8¢ sq. ft.

Type 6 also available

Can be purchased everywhere through your preferred local dealer.

Infra Insulation Inc., 525 Broadway, N.Y.C. Dept. B-2
Please send National Bureau of Standards Booklet BMS63.

NAME

FIRM

ADDRESS

The Building Outlook

SMALL TALK

PUSHBUTTON LIVING

By 1980 we'll be pushing buttons every time we turn around. That's the prediction of John Bentia, president, Alliance Manufacturing Co., who envisions, among other things, houses that will close their own windows when it rains and entrances that will automatically open when the correct password is given.

BRICK ON THE RISE

Will brick take over as the number one building material for single-family houses? It may well do so if the brick and tile industry continue at the current rate. Thirty-eight per cent of the one-family homes built today are of brick. This represents a 15 per cent increase over last year's figures.

YOUTH WANTS IT EASY

Homemakers will soon be the only thing not built into the kitchen. According to a survey by the East Ohio Gas Co., the under-50 age group has a definite preference for built-in appliances and they are the ones most likely to buy new homes. Of persons under 30, preference for built-ins was 41.5 per cent; between 30 and 40, 45.8 per cent; and between 40 and 50, 47.1 per cent.

HIGHER LAND COSTS?

Land costs, especially near cities, will probably continue to rise. One good reason is indicated by a recent NAREB survey which shows the "part-time" farm continues to lure city dwellers. Another factor involved is the purchase by industrialists of accessible land for plant use. In some areas three parties—individuals, industrialists and home builders—are engaged in brisk competition for available and suitable land.

SOUTHERN EDITION

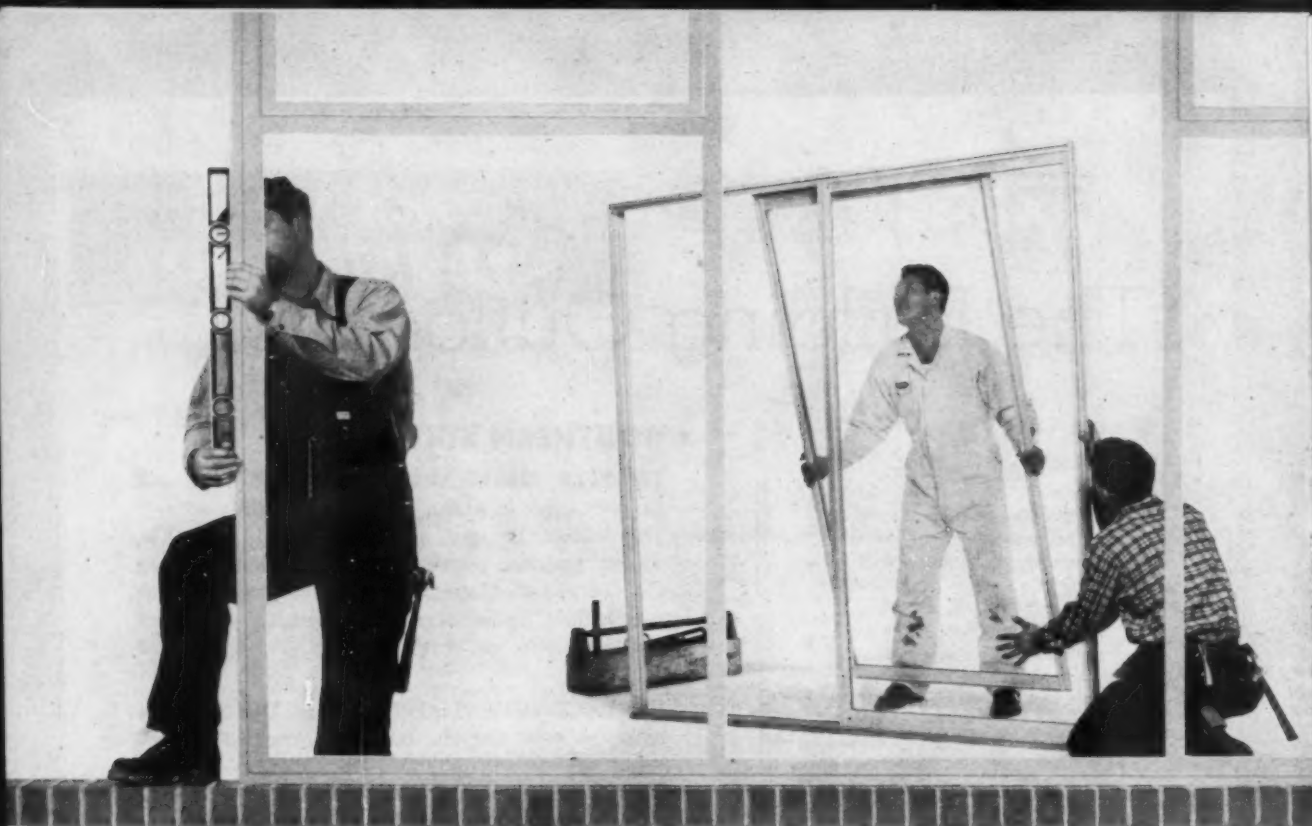
DESPITE TIGHT MONEY, home builders will be kept busy in areas with a high influx of new population. In southern Florida, for example, Julius Gaines, president, Gaines Construction Co., forecasts that the poor mortgage market won't hold up construction. Builders will just make a little less profit.

WILL CONGRESS OPEN THE DOOR to a brighter year for the home-building industry? What legislation is likely to be passed? And what issues will Congress "skirt"? You'll find the answer to these questions in AB's legislation feature, "What Congress Will Do For You in 1957" appearing on page 19.

KEENER COMPETITION, with builders of new homes vying vigorously with sellers of existing houses, will characterize the 1957 real-estate market. That's the word from the U. S. Savings and Loan League which notes that the country is currently experiencing a relatively low rate of new family formation. Along the same lines, Clarence M. Turley, immediate past president of NAREB, expects a strong consumer demand to continue for homes built since 1940.

A NEW CLASS OF HOME BUYER is emerging from the tightened mortgage credit picture. Today's purchasers have substantial down payments; a larger percentage are second buyers looking for better homes; and, they are more cautious and deliberate because they are under no pressure to buy as were the thousands of tenant-buyers during the housing shortage.

A \$100 BILLION CONSTRUCTION INDUSTRY? This fabulous figure is not a "pipe dream," but an actual possibility in the not too distant future. How we'll reach this goal in a little over a decade is highlighted in a down-to-earth look at home building's future in American Builder's March issue.



Delivery from stock . . . as close at hand as your phone

LUPTON Aluminum Sliding Doors . . . Metal Windows

2 tested ways to turn "lookers" into buyers

Lupton windows in stock types and sizes are carried in stock at the factory and in convenient warehouses. For

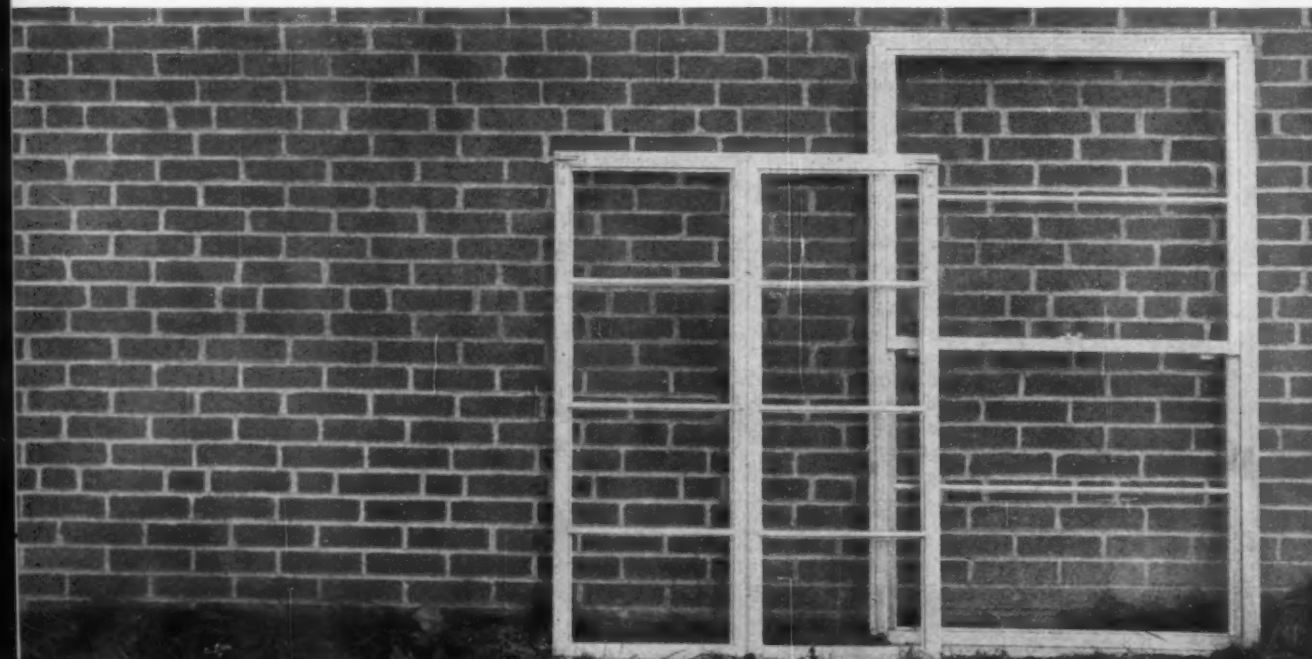
MICHAEL FLYNN MANUFACTURING CO.

Main Office and Plant: 700 E. Godfrey Avenue, Phila. 24, Pa.
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 Los Angeles Office and Whse.: 672 S. Lafayette Park Place, Los Angeles 57, Calif.
 Stockton Office and Warehouse: 1441 Fremont Street, Stockton, Calif.
 Cincinnati Office: DeSales Bldg., 1620 Madison Rd., Cincinnati 6, Ohio
 Sales Offices and Representatives in Other Principal Cities.

on-the-spot service from the Lupton Sales Representative nearest you, look in the Yellow Pages under *Windows & Sash—Metal*.

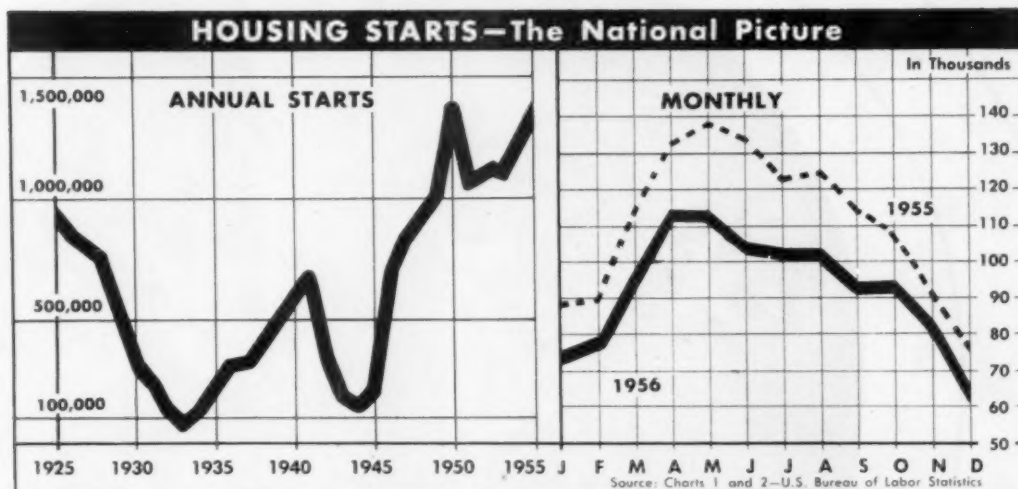
LUPTON

METAL WINDOWS



Pulse of Building

WHAT'S HAPPENED
WHAT'S AHEAD



Interpretation

1 ▶

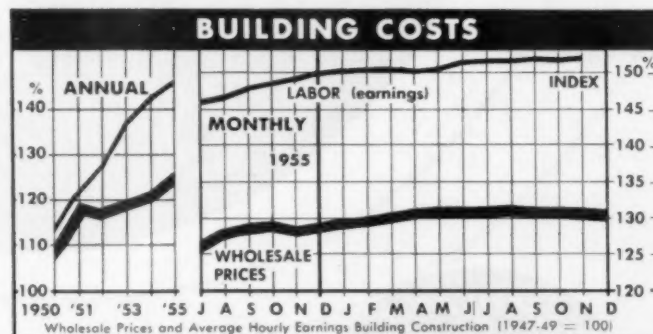
SEASONALLY FALLING to 64,000, December's housing starts brought the 1956 preliminary total (private and public) to 1,120,200—16% below 1955. Private units totaled 1,096,800.

The most significant feature of the year-end housing picture was the firmness of starts, which held at an annual rate of over 1,000,000 despite the dearth of mortgage money. The year ended as the fifth highest in housing activity, including both private and public units, exceeded by 1950, 1952, 1954 and 1955. Excluding housing from the total, constant dollar value of construction rose 4% in 1956.

15 LEADING HOME BUILDING AREAS

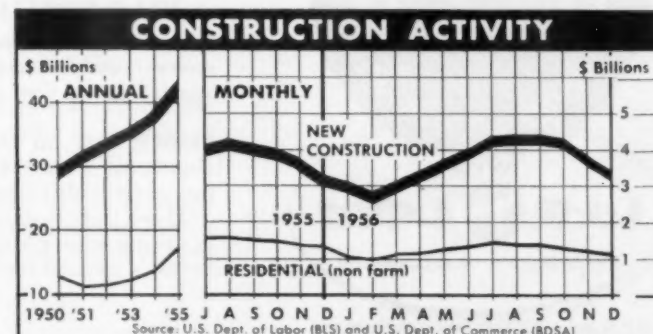
Dwelling units built in Metropolitan areas during the first nine months of 1956. (BLS)

	Units Built	% Change Jan.-Sept. 1955-56
Los Angeles	70,751	-17
New York	59,680	-23
Chicago	41,042	-18
Detroit	25,919	-21
San Francisco	17,838	-31
Washington	13,863	-27
Miami	12,968	-1
Cleveland	10,062	-23
San Diego	9,455	+7
Baltimore	8,883	-26
Boston	7,753	-16
Atlanta	7,736	-20
Buffalo	7,620	-17
Denver	7,245	-33
Milwaukee	6,394	+3



2 ▶

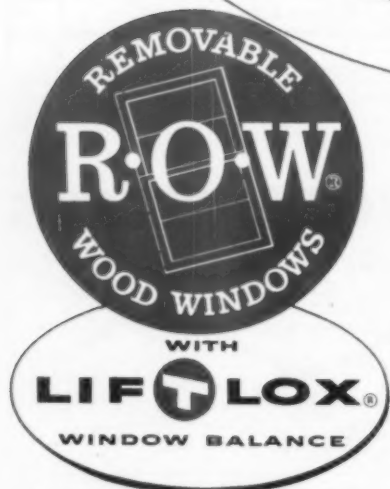
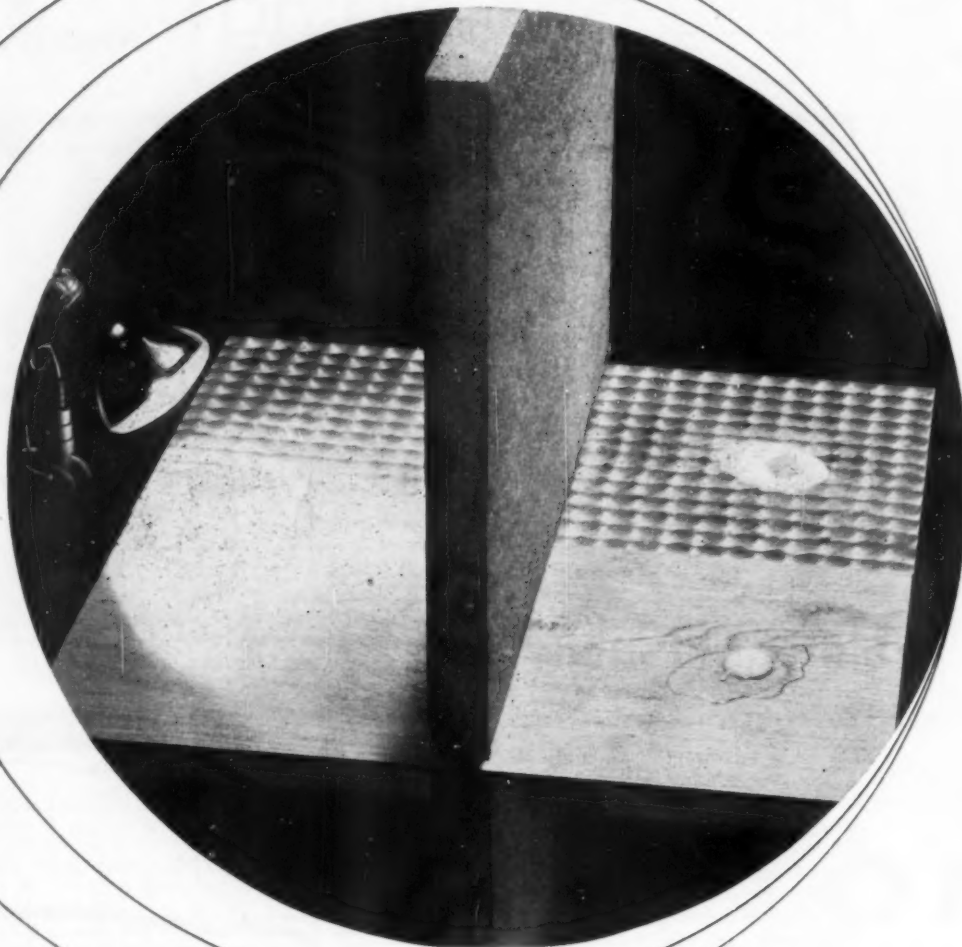
ANOTHER DECLINE to 130.5 dropped the material price index to its lowest level since March. November's hourly earnings of 157.6 was 6% above the November, 1955, figure.



3 ▶

A RECORD \$44¼ BILLION was spent for new construction in 1956, beating the former 1955 high by 3%. A 10% drop in housing was offset by large increases in other types of work.

THIS IS WHY WE LIKE



R-O-W and LIF-T-LOX are the registered trade-marks of R.O.W Sales Company.

TEST DEMONSTRATES INSULATION VALUE OF WOOD!

Wood panel (front) and aluminum panel of equal dimensions. Heat source: Photo flood Lamp, 15 minute exposure. One-inch insulation shields eggs on both panels from direct rays of "outside" heat.

RESULT: Egg on the aluminum panel cooked because aluminum transmits heat rapidly. Egg on wood panel was not visibly affected by the "outside" heat.

These tests demonstrate how wood windows keep heat *in* during winter and *out* during summer because wood is nature's natural insulator!

R-O-W SALES COMPANY 1310 ACADEMY, FERNDALE 20, MICHIGAN

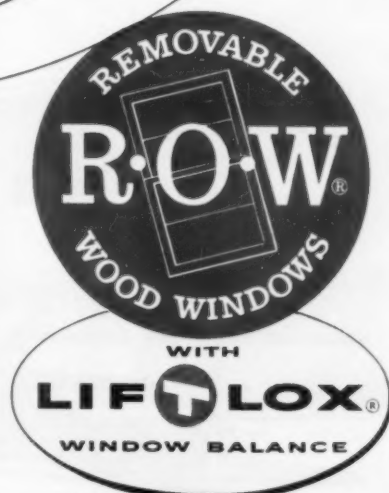
WOOD WINDOWS



Builders have long insisted on wood windows for their own homes. Heat or cold goes through aluminum 260 times as fast as through glass of the same thickness.

Builders and Buyers know, too, that there's no substitute for R·O·W Lift-Out Windows. They can be washed or painted in half the time—inside the home.

Wood is a superior insulating material and its natural beauty blends with residential surroundings. Even before modern chemical treating, wood windows usually outlasted the homes in which they were installed.



R·O·W and LIF-T-LOX are the registered trade-marks of R·O·W Sales Company.

R·O·W SALES COMPANY 1310 ACADEMY, FERNDALE 20, MICHIGAN

FEBRUARY 1957

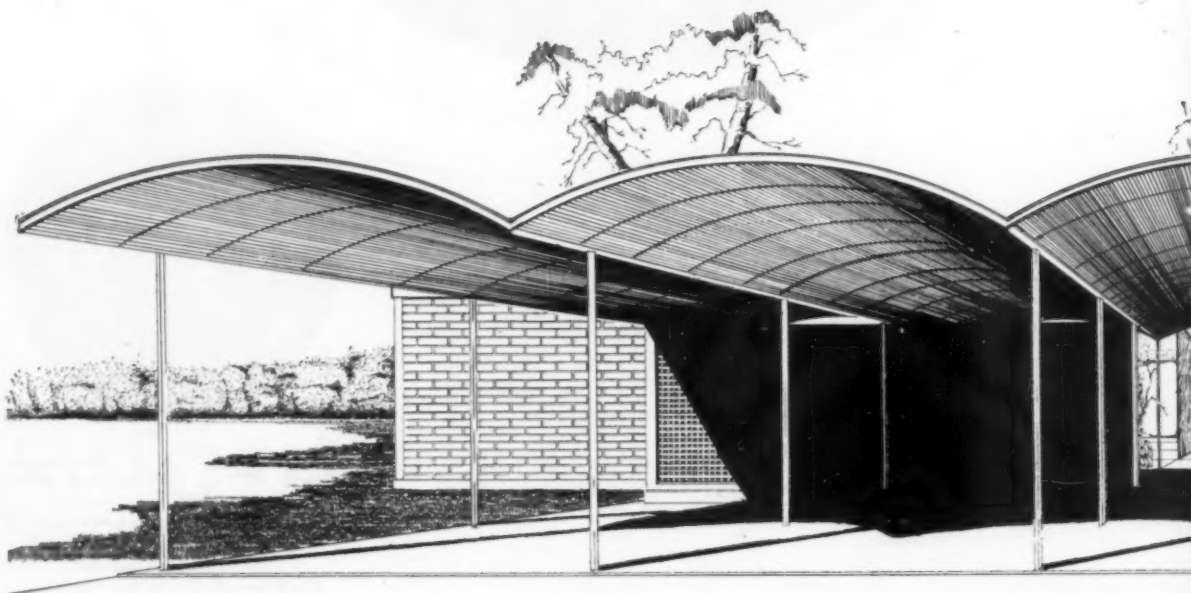
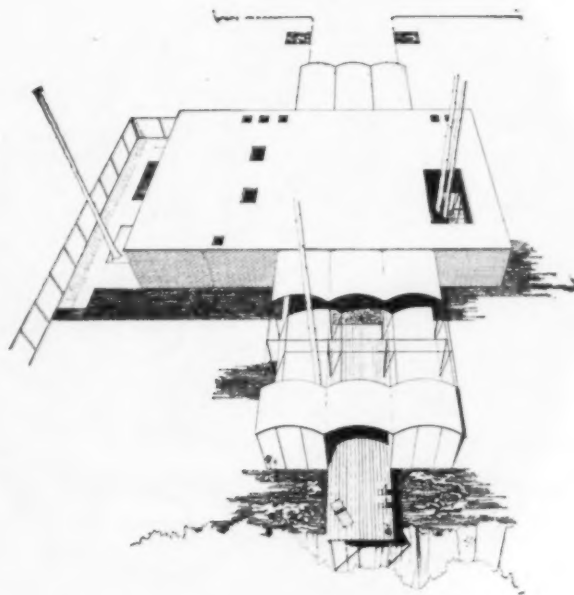
Tomorrow's House

It's steel and plywood that make this forward-looking design possible.

Lucky is the architect whose clients are willing to go all the way with him. Architect William R. Jenkins has used this freedom to create for Mr. and Mrs. Morris Brier of Houston the fabulous house shown here.

The main part of the structure is framed in steel, with the members left exposed. Solid masonry walls serve as filler panels for the exterior, and plywood is the principal interior wall material. Heating is by a slab hot-air system. Flooring in terrazzo where exposed, carpeting otherwise.

Most interesting feature is the roof of arched plywood, extending from the parking area in front of the house to the house, then it extends from the back out to a rear bathing area.

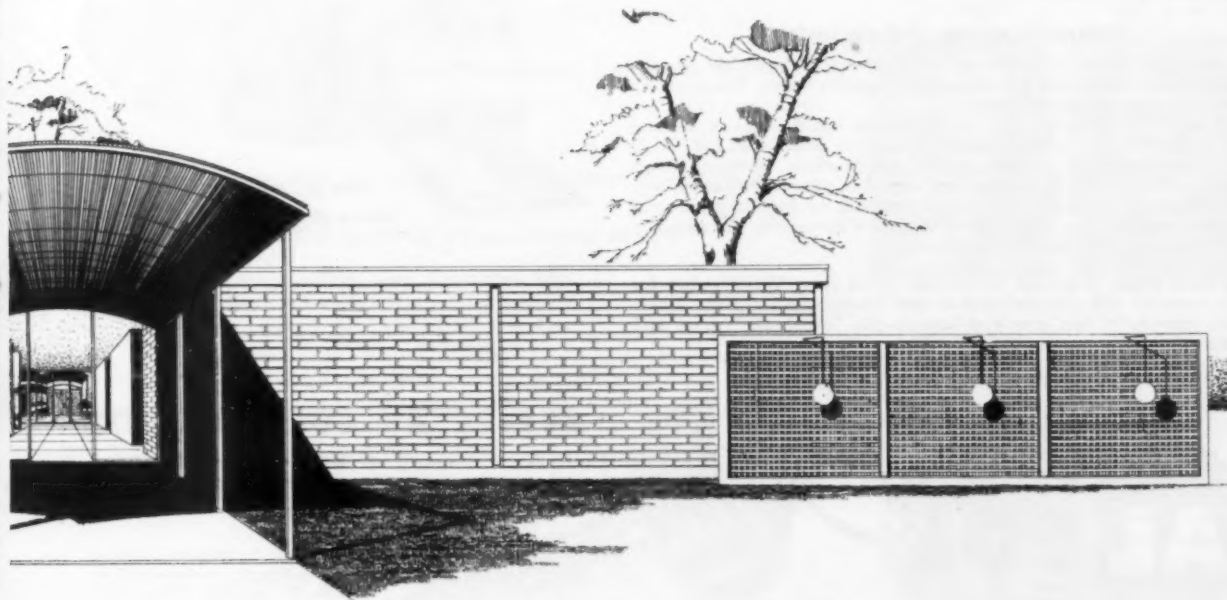


MOST DRAMATIC PART of the house is the arched roof of heavy plywood. From the carport area

THE FLOOR PLAN shows a utility core, separate living areas for the parents and the three children.



TOP VIEW shows how the arched roof seems to continue all the way through the house from front to back.



here, it apparently pierces the house, then re-emerges in back to form a covered patio and recreation area.



Precision-scheduled by builders M. J. Macks (left) and J. S. Cardin of Baltimore, 7,500 sq. ft. of Alfol Insulation arrives at job site. Deliveries dovetail with job-progress.

"Clean, compact . . . Alfol Insulation helps keep 468 homes on schedule!"

When you erect 468 homes at a time, schedule control is a *must*. "That," report project builders Morton J. Macks and Jerome S. Cardin of Baltimore, "is one of the big reasons we prefer Alfol Aluminum Foil Insulation."

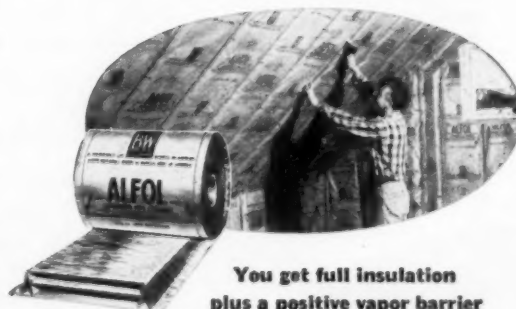
"Handles easier, installs faster"

"Having used it on two previous developments," writes Mr. Macks, "we've found that Alfol handles easier, installs faster. We *count* on it to help keep us on schedule!"

As Mr. Macks knows, the Alfol blanket handles easier because it is virtually bulk-free. It consists of multiple aluminum foil sheets that space themselves automatically on application . . . combine reflectivity and "dead air" to produce the utmost in year 'round efficiency.

Whether you install your own insulation or buy it contractor applied, whether you build one home or a thousand, the compact Alfol design means savings for you.

Free data book. Why not investigate Alfol now. Write today for your copy of the comprehensive new 24-page Alfol Data Book. Learn how Alfol can give you less on-site "overhead," more and better value for your insulation dollar.



You get full insulation plus a positive vapor barrier

Alfol application is rapid, positive, almost foolproof. Multiple aluminum foil layers space themselves automatically to provide peak insulating efficiency plus a positive vapor barrier . . . all in one operation!



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GOING TO PRESS

What will Congress do for you in 1957?

Pressure is on to get enough money to "save the building industry." Assuming Congress wants to, how will it do so?

- Just how far will Congress go in overhauling the FHA-VA home-loan programs?
- Will it vote for more direct lending?
- Will it raise the interest rate on VA-backed mortgages?
- How will it treat the goose that lays those beautiful golden eggs: Fanny Mae?

These were the vital questions plaguing builders as the 85th Congress convened last month. Most of these questions involve legislation to channel more money into home-mortgage financing. Some observers, however, feel housing has enough help from the government already. They question, among other things, whether there really is a demand for over a million starts in 1957.

In rebuttal, says the Chairman of the Senate Subcommittee on Housing (John Sparkman), "Properly placed, properly priced, 1.5 million houses would not be too much in 1957 and 1958."

These are the men
American Builder
went to for the
answers



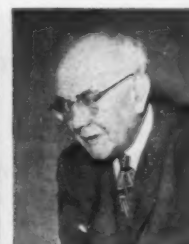
Olin E. Teague, Chm.,
House Veterans
Affairs Committee



John Sparkman, Chm.,
Senate Subcommittee
on Housing



Norman P. Mason,
Comr., Federal Housing
Administration



Brent Spence, Chm.,
House Banking and
Currency Committee



Albert M. Cole, Adm.,
Housing & Home
Finance Agency



Albert Rains, Chm.,
House Subcommittee
on Housing

Why did we ask them?

They hold the keys to housing legislation. To report their views, AB editors went to Washington just before Congress convened, interviewed them at length. Their opinions—and ours—follow in a special report on the next page.

Your future depends on

Q Just how far
will Congress go in
overhauling the FHA and
VA home loan programs?

Will it make any
attempt to save the
GI mortgage? Or will it
broaden the FHA
program to benefit
veterans and
nonveterans alike?

A Will Congress really let the GI housing program die in July 1958? Several key congressmen would like to let it die. Idea is to broaden the FHA program to include provisions for veterans and nonveterans alike.

Leading force supporting this view is Olin E. Teague (D., Tex.), head of the powerful House Veterans Affairs Committee.

"Last session," he told AB editors, "we added one year to the World War II home-loan program with the understanding that the additional year would give Congress more time to work out a general housing program."

Thus, when Teague opens hearings (about the first week in February), his committee will probe the question of "just how many houses we really need. We'll draft our recommendations accordingly," he said.

Actually, Teague already has a bill prepared. It's the same, basically, as the one he introduced unsuccessfully at the last session of Congress. It includes a provision for lowering down payments by both vets and non-vets. This time, to get better reception, Teague hopes to get the bill introduced by a member of a committee more concerned with housing; Albert Rains (D. Ala.), for example, chairman of the Subcommittee on Housing of the House Banking and Currency Committee.

One loud, dissenting voice is that of John Sparkman, chairman of the Senate Banking Committee's Subcommittee on

Q Will Congress
vote for more direct
lending? If so,
what sources will it tap?

The Administration
opposes such loans, but
faces a stiff fight by a
growing number
of committeemen.

A At present, only 40 per cent of the nation's veterans can qualify for direct loans. These are largely ex-GI's who live in rural areas where mortgage money is unavailable.

The direct-loan program is scheduled to end in July 1958 and there's a hot fight on to expand and extend it.

The Administration is against direct lending, according to Under Secretary of the Treasury W. Randolph Burgess. It hurts the budget, he says, "delays tax reductions, and has all the disadvantages of extending governmental paternalism into the lives of our people." Right now the VA has only \$92-million for such loans; it wouldn't take long to use it up if direct lending were expanded as favored by some congressmen.

Albert M. Cole, Housing & Home Finance Administrator, also feels direct lending is not good for the country. The economy, he says, ought to rely on savings for its mortgage money. The President opposed the idea in his budget message.

In this he is supported by Sparkman, who also is working on ideas to develop new sources of mortgage money.

Answers Teague: "If action on our part is necessary to stimulate a flow of mortgage financing, we should give priority consideration to the groups of veterans who have had little opportunity to obtain a loan during the past ten years."

VA Benefits Director Ralph H. Stone has testified that the agency believes a step-up in the direct-loan program would attract more private capital for VA-backed loans. Reason: private lenders are anxious to keep government lending to a mini-

answers to these questions

Housing and Rains's fellow Democrat from Alabama. Protested Sparkman:

"From the beginning we advised veterans not to rush. As a result we've had a more orderly program. I would prefer to continue this smoothly working operation as it is rather than incorporate it into the FHA program. What's more, I'd definitely favor extending the WWII VA program—even to January 1965, when the Korean veterans' program ends."

Replies Teague: "It's not the veterans who write us. We hear from builders and other businessmen. But builders are missing an opportunity to push a new, improved bill through that would benefit not only veterans and non-vets alike but the building industry as well."

NAHB and other industry groups did support the Teague bill in testimony before the House Banking Committee last year. Joseph B. McGrath, NAHB's legislative director says the bill is certain to be given "full consideration by the banking committees and, in the opinion of many, stands an excellent chance of being approved by the Congress before the final expiration of the WWII GI program." If passed, it would lower all FHA minimum-required down-payments and increase the FHA maximum-insured mortgage amount.

Press Time Note: President Eisenhower recommended in his budget message that such liberalization of FHA be considered.

American Builder says:

This country needs 1½ million homes a year now and can support and pay for them. Congress should review the entire housing picture and adopt a positive program to encourage such construction. Let's apply the low down payment, long-term features of the VA program to a revised FHA now. This would assure good houses for veterans and non-veterans alike, for the elderly, and for persons of low income as well.

mum, are often willing to make more money available at lower interest rates if it is necessary to do so.

Teague claims the current VA home-loan program is shot with inequities. He doesn't go along with the reasoning (supported by former NAHB President Joseph Haverstick) that veterans will have to either pay more interest or do without a GI mortgage, insists that "vets aren't going to get the money anyway."

To back up this view his committee last month was scheduled to publish results of survey showing ex-GIs haven't been getting money and those who have not yet asked for loans can't get them. Advance figures, based on VA records showed only 25.2 per cent of WWII vets have used VA home loans. Delaware, with 47.5 per cent had the highest state percentage. Maryland (40 per cent) was next. North Dakota and Mississippi were lowest, 10.2 and 10.5 per cent respectively. (Compilation above took five months. For a complete state-by-state breakdown see page 249.)

Teague's remedy: More direct loans.

Where's the money to come from? Teague suggests using about \$1-billion of the GI insurance program excess. (Rains actually introduced such a measure last month. This immediately stirred opposition from other lawmakers with different ideas for using this fund.)

Additional possible sources include corporate pension funds and still other sources to be developed.

American Builder says:

Direct lending is not the answer. In the long run, this extension of government paternalism would kill off more building than it would create. Mortgage money to finance both VA and FHA building will become available when interest rates are allowed to rise to a sound economic level competitive with returns from other types of investment.

GOING TO PRESS

WHAT WILL CONGRESS DO? continued

Q Will Congress raise the interest rate on VA-backed mortgages now that the FHA rate has been hiked to 5 per cent? GI-mortgage money has been drying up, but some congressmen insist an increase would only add to inflation.

A This is one of the burning questions. The decision on this issue will have an important and direct bearing on the outcome of other pending housing legislation.

For a while immediately following the boost in the FHA rate from 4.5 to 5 per cent in December, a VA increase seemed to be a shoo-in, since it was widely assumed vital to keep FHA and VA rates on a par to prevent collapse of either. Now, however, there's large room for doubt, in view of growing sentiment by a number of congressmen.

HHFA Administrator Albert M. Cole, who raised the FHA rate in a surprise move (from point of view of timing), still thinks Congress will raise the VA rate. He feels the present 4.5 per cent VA rate is "not competitive" but told AB editors "it's really a flip of the coin." Asked why he decided to act before year's end, Cole said he would have preferred to wait till Congress acted, but that it was necessary to make FHA mortgages attractive to banks and insurance companies then making their commitments for '57.

Sparkman thinks differently. "I respect the Federal Reserve Board's efforts to control the boom," he told AB editors, "but its reactions are too slow. As a result, the Fed's tight-money policy has a disproportionate effect on housing." He pointed out that when interest rates went up in 1953 money got tighter, not easier. "I would not have changed the FHA rate," he said.

What harm was done? Sparkman: "It accentuated the discount practice and reduced the market by pricing out people who just qualified under the old rate."

(Subcommittee staff director Jack Carter explained that, despite some claims, the FHA rate hike had not reduced discounts on new FHA home loans. And on VA loans, he said, they had increased.)

But now that FHA rate is up, Sparkman tends to favor rais-

Q How will Congress treat the goose that lays those beautiful golden eggs: Fanny Mae? She's going broke unless new supplies of funds are found.

A Fanny Mae's still one of the best friends builders have ever had. The Administration—and congressmen on both sides of the floor—know it and are determined to do right by the old girl. Lately she's been living it up, however, spending her dowry at the rate of some \$35- \$45-million a week. At that rate, come March she'll be broke—unless she finds a new sugar daddy.

The Administration is fully expected to submit a bill to pump needed funds into her. How much? Cole said he would propose enough for the agency to operate at \$75-million a month. "It's most important," said the HHFA chief, "that FNMA be adequately equipped to help meet the financial problems facing the home building industry today."

How?

Right now, FNMA's mortgage purchases are limited to ten times its capital stock (\$93-million by the Treasury and \$13-million by private investors), or about \$1-billion. Idea is to let the Treasury buy a big block of FNMA preferred stock. This would increase her capital and her buying power.

In addition, according to NAHBman McGrath, there is a strong likelihood that Fanny Mae's Special Assistance Program, which relies directly upon Treasury-supplied funds,

ing the VA rate to 5 per cent too.

Rains was against the FHA rate increase, now opposes a VA boost. In fact, he'd like a major reorganization of both FHA and VA so as to provide more federal control over mortgage credit.

"Frankly," says Rains, "I would hate to predict whether or not the Congress will vote to increase the GI loan interest rate to 5 per cent."

Rep. Ed Edmonson (D., Okla.), member of the HVAC, fears a "frightening spiral" of inflation if VA interest rates are continuously boosted. Said he: "It would take a lot of persuasion to convince me a higher interest rate is right."

(Politically, of course, Democratic congressmen don't mind letting the Administration catch the barbs for introducing any raise in interest rates.)

Specifically, the Teague bill would revise the down payment requirements on FHA loans to about two per cent for loans of \$10,000 or less. Down payments would rise to about 15 per cent on a \$25,000 loan. A \$16,000 loan, for example, would require about 7 per cent down.

"These changes," claims Teague, "would make the program of much greater practical value to all prospective home owners, both veteran and non-veteran, and would, to a large degree, eliminate the necessity of changing the interest rate on VA-guaranteed loans."

T. Bert King, former director of the VA's home-loan program and now Washington counsel for the U.S. Savings and Loan League, predicts that if the VA rate is raised to 5 per cent discounting will disappear in some areas.

The VA itself also is officially opposed to an increase. But President Eisenhower in his budget message definitely recommended legislation to permit an increase in the VA rates.

American Builder says:

Certainly the VA rate can and must be raised. We urge Congress to adopt the principle of a "flexible controlled" rate with the actual amount set by a 5-man board including heads of VA, FHA, Federal Reserve, Treasury, and Home-Loan Bank. Such a board would make its decisions on the basis of housing need, money supply and the whole economic picture. Congress could define the upper limits at a point not more than 2½ per cent above the current on long term government bonds.

may be increased to include a special program to purchase all low-cost FHA-VA mortgages. This would be in line with FHA's action last September in removing the extra 2 per cent down payment requirement on all mortgages of \$9,000 or less. (Incidentally, HHFA Administrator Cole says, "The idea that people will not want low-price houses now or ten years hence is fantastic.")

Adds McGrath: "It is possible that the maximum mortgage limit of \$15,000 on FNMA purchases will be either eliminated or increased to \$20,000 before the end of the session. This was rejected last year by both House and Senate Banking Committees but it is in line to be re-examined in 1957 in light of changed conditions. Since most of NAHB's liberalizing recommendations last year were adopted by Congress, forthcoming amendments will probably not affect the stock requirement.

Another proposal under study is the formation of a central mortgage bank. Such a bank would lend money to builders, lenders, and others who put up government-backed mortgages as security, as contrasted with FNMA, which actually buys and sells mortgages. The bank might raise money by selling debentures to the public with special issues designed to attract pension and trust-fund investors.

American Builder says:

Congress should act promptly to supply FNMA with additional funds to meet the pressing financial needs of the building industry. FNMA should be permitted to buy mortgages up to a maximum limit of \$20,000. Liberalizing of FNMA should be first in the order of housing business.

What builders want from Washington

If there's any one subject that practically all builders agree on, it's this: A definite housing policy is a must and it's up to Congress to pass some much-needed legislation to ease the problems confronting the industry.

Topping builders' lists of the most necessary legislation is some action to make money easier to come by. But there are many other areas in which builders feel the government should act in order to maintain home building at a healthy rate. Among these are a reduction in the number of public housing units, a revision of rules governing military housing and action on

housing for the elderly.

One of the most comprehensive legislative programs to be proposed was presented by R. G. (Dick) Hughes at a recent meeting of the HBA of Dallas County. This 9-point program covered some of the industry's thorniest questions and seemed to sum up the feelings of most builders throughout the country.

- Remove all present credit controls specifically applied to housing. This refers to the two per cent down-payment and the fact that the Administration could change the down-payment from five per cent of the first \$9,000 to five per cent

of the first \$10,000.

- A plan is needed to equalize tax advantages and eliminate tax discriminations. Perhaps the tax income could be spread as it is with authors; or, builders could fight for capital gains on real estate developments which would provide advantages similar to those provided stock brokers.

- Interest rates could be made competitive with existing rates on long-term government and other investments.

- J. Stanley Baughman, FNMA's top man, has estimated he can finance the purchase of \$1,200,000,000 in loans under the present

DICKERMAN'S COLUMN . . .

Congress holds the key to your future

by John M. Dickerman, Executive Director, National Assn. of Home Builders

The home building industry, a subject of Congressional interest and activity since the early 1930s, is following the operations of the present Congress with more than the customary amount of attention. In a very real sense, the actions of this Congress will determine how many and what type of homes will be built this year and next.



Dickerman

It will determine whether many of you will remain in the home building business. For this reason you should pay particularly close attention to legislative action this year—and, where necessary, make your opinions heard.

Here are the three major areas of prime importance to you. The first, of course, is housing itself. The second is monetary policy; and the third is labor relations. More specifically, the latter refers to proposed amendments to the Taft-Hartley Act.

The first two areas are so closely related as to be virtually synonymous. Every home builder knows his business survival depends primarily on the availability of mortgage money. And, in this period of "tight" money—which shows no sign of easing—he is in a particu-

larly vulnerable position.

Accordingly, any Congressional activity in the broad field of monetary operations and policies would be felt by the home builder in a very direct fashion, whether he builds under FHA-VA or conventional financing. This is apart from any specific housing or monetary legislation such as measures concerning the Federal National Mortgage Assn.

As I write this, the indications are that there will be considerable said about monetary policy during this Congressional session. But, it is improbable there will be any major changes this year in Federal Reserve or other basic systems.

There is, however, likely to be a large number of measures introduced which, if approved, would affect credit, taxes, federal spending and the availability of money. In fact, this year will undoubtedly see a larger number of bills on this subject introduced than in recent years. But, proposals are a far cry from passage; a distinction should be drawn, therefore, between well-sponsored, well-backed proposals and those thrown in for political effect.

Unquestionably, the home building industry needs an expanded mortgage money supply. Faced with a situation where the available supply of long-term savings is appar-

ently inadequate to take care of all demands, new sources for mortgage funds must be developed.

The first and immediate course of action open to Congress is to equalize the VA rate with FHA's. By the time these lines are read, it is hoped that Congress will have seen fit to act on this. The next action necessary in this period of mortgage emergency is to authorize FNMA to support the mortgage market until such time as a more normal and adequate money supply can be made available.

This is a period of intense competition for every available long-term dollar and of rising interest rates. Borrowers of fixed-rate FHA-VA loans will continue to be at a sharp disadvantage. They will be competing with borrowers who are not similarly encumbered. A long-advocated NAHB proposal for the establishment of a true Central Mortgage Banking facility, either through an expanded FNMA or a new entity, is now more than ever clearly a major long-term solution to the fluctuations in the mortgage market. Never in recent years have we had such a clear-cut need for such a facility as in the current mortgage emergency.

Beyond this, intensive efforts must be expanded by all concerned to penetrate the pension and welfare funds now expanding at the

Meet the Builder

FNMA set-up. This is not broad enough to tide us through periods such as we are going through today. We must, therefore, seek and secure from the Congress an expanded debenture issuing authority. The objectives, power and authority of FNMA should be broadened so that it will have the funds and power to keep our mortgages competitive. This power should include the right to work with the FHA commissioner, the head of HHFA, a representative of the Treasury and a representative of FRB to make

(Continued on page 250)



AUGUST H. RAHLVES, Oakland, Cal.: Congress should pass legislation to set up a central mortgage facility. Also, FHA and VA loan programs should be altered to increase the flexibility of the mortgage.



WILSON H. BROWN, Dallas, Tex.: We should seek a plan to equalize tax advantages and stop tax discriminations—not by elimination of tax advantages to industry, but by seeking some special tax advantage for our own type of business. We should also seek a more competitive interest rate.



GEORGE ARQUILLA, Sr., Chicago, Ill.: Recommend passage of legislation raising VA interest rate and giving FHA and VA authority to raise and lower rates within certain latitudes similar to authority possessed by FRB to raise and lower rediscount rates.



LEONARD L. FRANK, Hicksville, N. Y.: All matters pertaining to government-backed home mortgages should be placed under FHA jurisdiction. We need a new formula for minimum down-payments, somewhere between the present high FHA requirements and low initial VA equity.

Any Questions?

Let AB know what you'd like to have discussed; we'll try to cover it.

Question:

In order of importance, what legislation would you like to have Congress pass to help the home-building industry?



IRVING C. JORDAN, Los Angeles, Cal.: Legislation should include a leveling of inequity in GI financing; continuing an increased supply of money for FNMA; an expanded FHA program to ultimately replace GI program on a broader basis than at present.



BEN C. WILEMAN, Oklahoma City, Okla.: Amount of on-site military housing should be reduced except where free enterprise is unable to meet needs. FHA should be revised particularly on land and credit requirements to meet current needs eliminating extra cost features.

NRLDA exposition: 4 profitable days



NEW PRESIDENT of NRLDA, Paul R. Ely (r.) briefs Joseph B. Mason, AB's editorial director, on late de-

velopments at the association's annual exposition. Over 6,000 persons attended during the 4-day session.

Lumber dealer interest in better management, selling and handling techniques was never higher than at the third annual exposition of the National Retail Lumber Dealers Assn. Overflow crowds attended all the "action" demonstrations, breakfast and luncheon clinics and exhibit demonstrations during the four-day event.

Largest crowd puller was the materials handling trackside demonstrations where, each day, flat cars and wide-door box cars were mechanically unloaded in a two-hour "spectacular."

Evidence of the success of the exposition was shown by Watson Malone III, exposition clinic chairman, who was forced to engage clinic rooms with a larger seating capacity after the initial meetings.

An exposition "first" was a daily newspaper, published by AB, to provide an over-all picture of the show's activities.

LUMBER DEALERS . . .

Promotion highlights dealer selling power

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

Building products manufacturers reached a new high in aggressive sales promotion at NRLDA's recent exposition in Chicago. The result was a multi-ring show that delighted the more than 6,000 lumber-yard owners and employees who jammed the huge International Amphitheatre.

Dealers were particularly impressed with the high quality of the manufacturers' exhibits and with the many new and improved products they saw on display in the more than 200 exhibit spaces. There was more action, more color, more variety and more real selling help than ever before.

But the manufacturer participation was not restricted to the products exhibits. Another outstanding feature, arranged for the first time, was the Profit-Maker Store, a 35x90-foot retail store complete in every detail as an example of the best in modern retail building-product merchandising.

The products on display in the 69 store spaces were, of course, provided by the manufacturers. The store was crowded each day with dealers analyzing the types of displays, the individual products shown in the displays and the store layout and arrangement.



Northup

The manufacturers also provided many of the house parts which were utilized in the highly successful components clinics. Dealers learned how to save money and time by providing shop-assembled components to the job site.

Again at the materials-handling clinic, which drew the largest crowds of all, and in the indoor warehouse, manufacturers provided products and equipment to show dealers how to improve the efficiency and lower the cost of their handling and storage operations.

Another way in which manufacturers got their products before dealers in a striking manner was in the three Women's Congress Houses which NRLDA built at nearby Munster, Ind. (see p. 108). These illustrated the 59 space-planning principles that today's housewives say they want in their new homes. The generosity and enthusiasm of the manufacturers led to making these houses somewhat more pretentious than had been intended in certain respects. But, the result was a demonstration that impressed all who saw it.

On top of all this, many products not seen at earlier expositions were on display and so were products of manufacturers who had not previously participated. This fact demonstrates that the selling power of the retail lumber dealer is fast becoming recognized in many new circles.



AERIAL VIEW of Parade of Homes area in St. Petersburg. When 'parade' is over the site will become a 200-

home section of North East Park Shores. Model homes will exemplify the latest trends in Fla. living.

Here's how a home show will sell a development

A giant housing extravaganza featuring the latest trends in building techniques and design will be underway the week of Feb. 16 in St. Petersburg, Fla.

This is the third annual Parade of Homes and Better Living Exposition sponsored by the Builders and Contractors Assn. of Greater St. Petersburg. Eighteen model homes will be presented by builder-members of the association, and will depict the newest for Florida living.

After the 'parade' is over the area will become part of the North East Park Shores development. The section will have approximately 200 homes according to Bob Crisp, subdivider of this year's site and president of the association.

A crowd of 100,000 is expected, and if past performance holds true many homes will be sold directly from the models.

Prices will range from \$15,000 to \$30,000 and some of the homes

will feature swimming pools. There will be nine waterfront models and 11 inland homes.

Because of the 'parade' location, 250 feet of seawall had to be run a day so the area would be ready by showtime.

In addition to the 'parade,' 36,000 square feet of exhibits will be housed under canvas on the area immediately adjoining the homes. E. W. Rowe is show director.

In another part of Florida, a completely residential city within a city is rising. Luxury and budget homes are being offered in Rolling Green Ridge, a development of some 2,000 acres in the heart of the state's Gold Coast.

Located in Boynton Beach, the subdivision will have some 8,000 building sites, according to N. R. Field, president of Field Family, Inc., the company developing the area.

When fully completed in approximately five years, the total investment for all homes, shopping center and facilities is expected to be over \$150 million.

A number of builders are involved in the construction—each with numerous designs. Sites range in size from 60x100 ft. and up, and are priced from \$2,000 to \$3,600 depending on location and size. Homes are priced as low as \$8,000 and range as high as \$40,000, with the average costing about \$15,000.

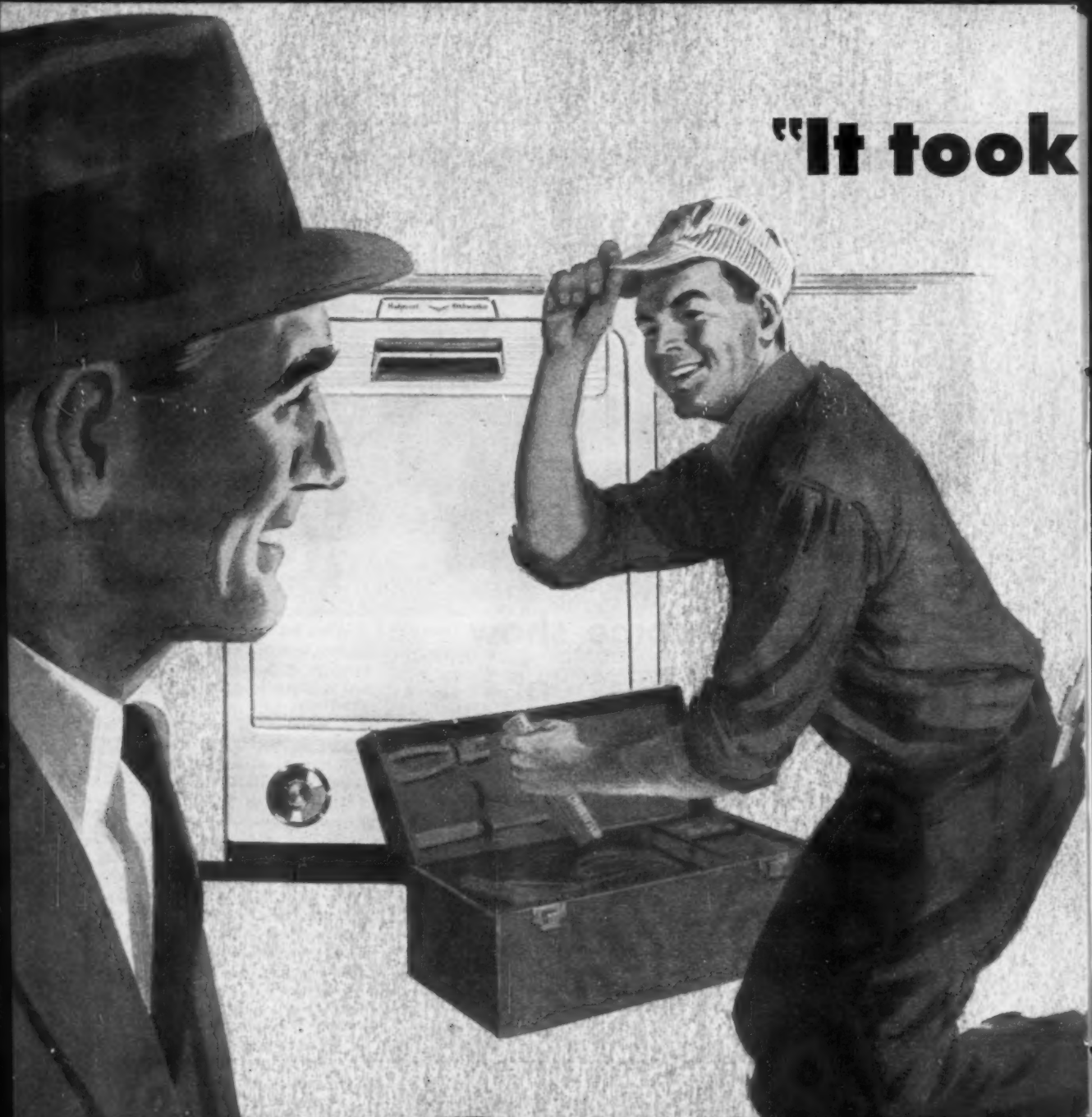
All homes are designed to take advantage of Florida's warm climate and utilize outdoor living, according to Field. There are approximately ten models prospective buyers can see.



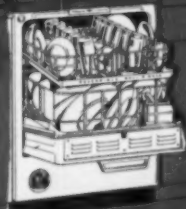
1957 OFFICERS of Metropolitan Washington's HBA are (l. to r.) Frank Calcara, president; James W. Pearson, exec-

utive vice president; W. Evans Buchanan, first vice president, and Bernard Steinberg, second vice president.

"It took



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FRONT OF THE HOUSE gives southern customers the traditional look many prefer with such touches as reclaimed old brick, small-paned bay window, paneled door, louvered shutters, double hung wood windows.

BACK OF THE HOUSE is a surprise; brick patio separates house from carport, can be reached from family-room-kitchen area, and can be extended simply by moving car into driveway. Carport roof is merely decorative. ▶

This house looks traditional lives modern

You hear a lot about blending the old and the new, but you don't see much of it that isn't a hodge-podge: "The Williamsburg," built by Shades Valley Construction Co. of Birmingham, Ala., is a notable exception.

Here's a seemingly traditional house—right down to the reclaimed old brick front, bay window, center hall, formal living and dining room arrangement—that still allows room for the newest idea in contemporary living: open planning in a kitchen-breakfast-room family-room area, with this part of the house integrated with a patio.

The house, with 1,604 square feet of heated space, sells for \$24,500 (excluding land). It was one of the most popular models in Birmingham's first Parade of Homes. Products used include: Barrett roofing, Armstrong sheathing, Fiberglas insulation; Janitrol heating and air-conditioning; Kohler plumbing; General Electric kitchen appliances.

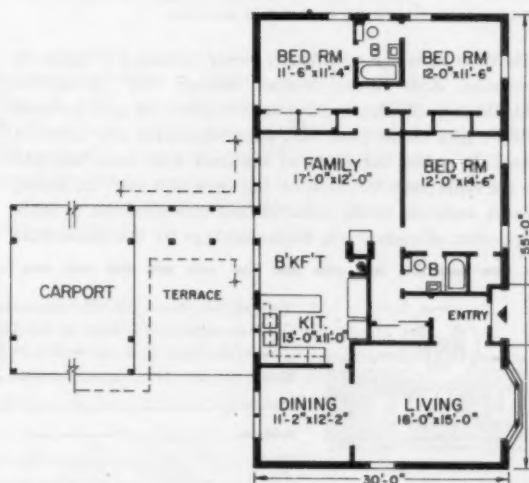


FORMAL LIVING ROOM is separated from dining room by 16" divider, thus gets traditional look. This area contrasts nicely with open planning in kitchen-family room area (see photo and plan at right).

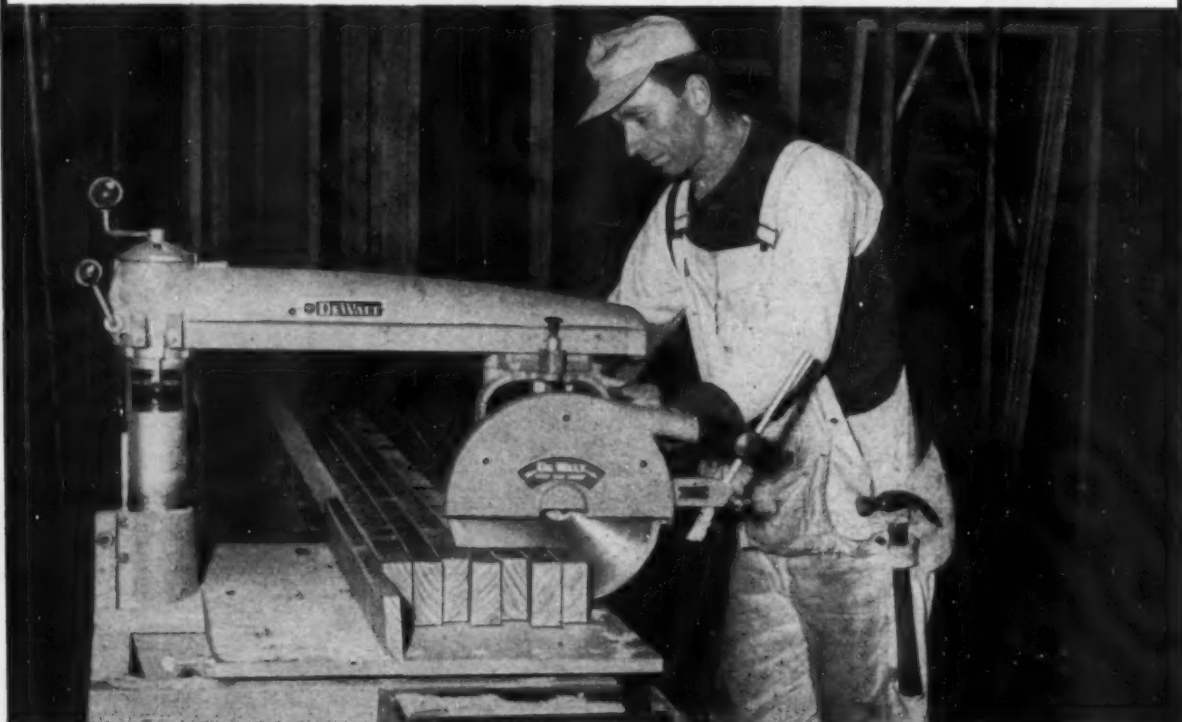
of the MONTH for February



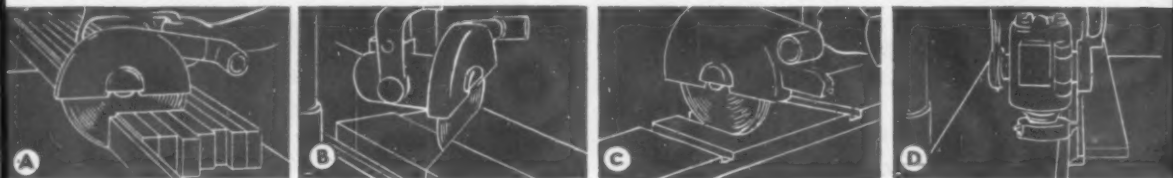
BIG FEATURE of family room is the indoor barbecue made of reclaimed old brick. Beyond is a breakfast area and kitchen, with a pass-thru. All cabinet counter tops and back splash are ceramic tile.



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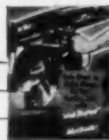
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Mr. Knott (right) at the location of his Riverview Homes project in southwest Baltimore, Md., with Earl Schultz, Sr., Construction Superintendent.

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—says Mr. Henry J. Knott, President, Home Builders Association of Maryland

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The progressive Home Builders Association of Maryland has a growing membership of 490

members. Last year in Baltimore City, and in Baltimore and Anne Arundel Counties, they built more than 14,000 homes. Trend-minded builders in the Association, and many others across the country, are convinced of the increasing value of concealed telephone wiring as a quality sales feature.

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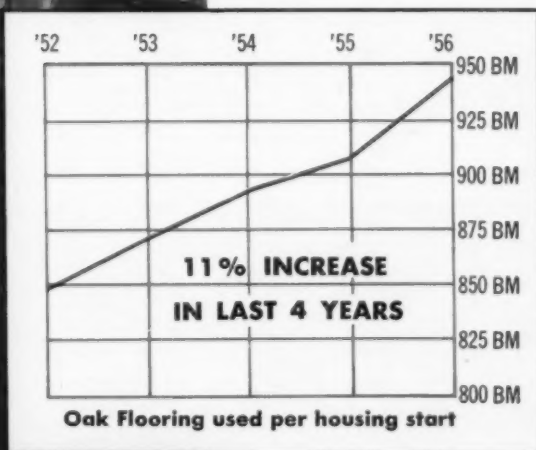




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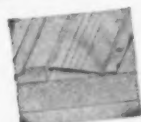


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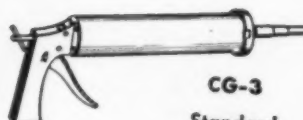
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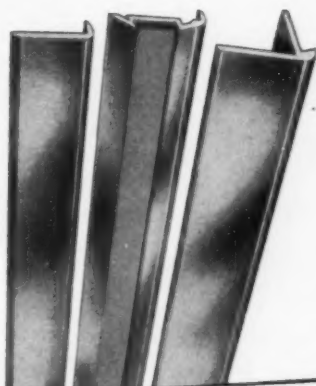
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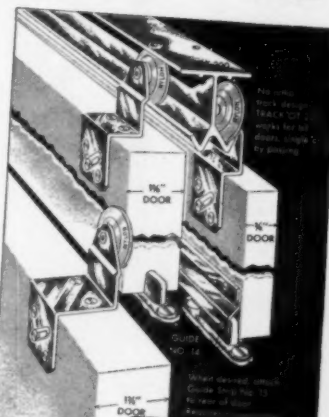


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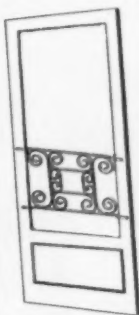
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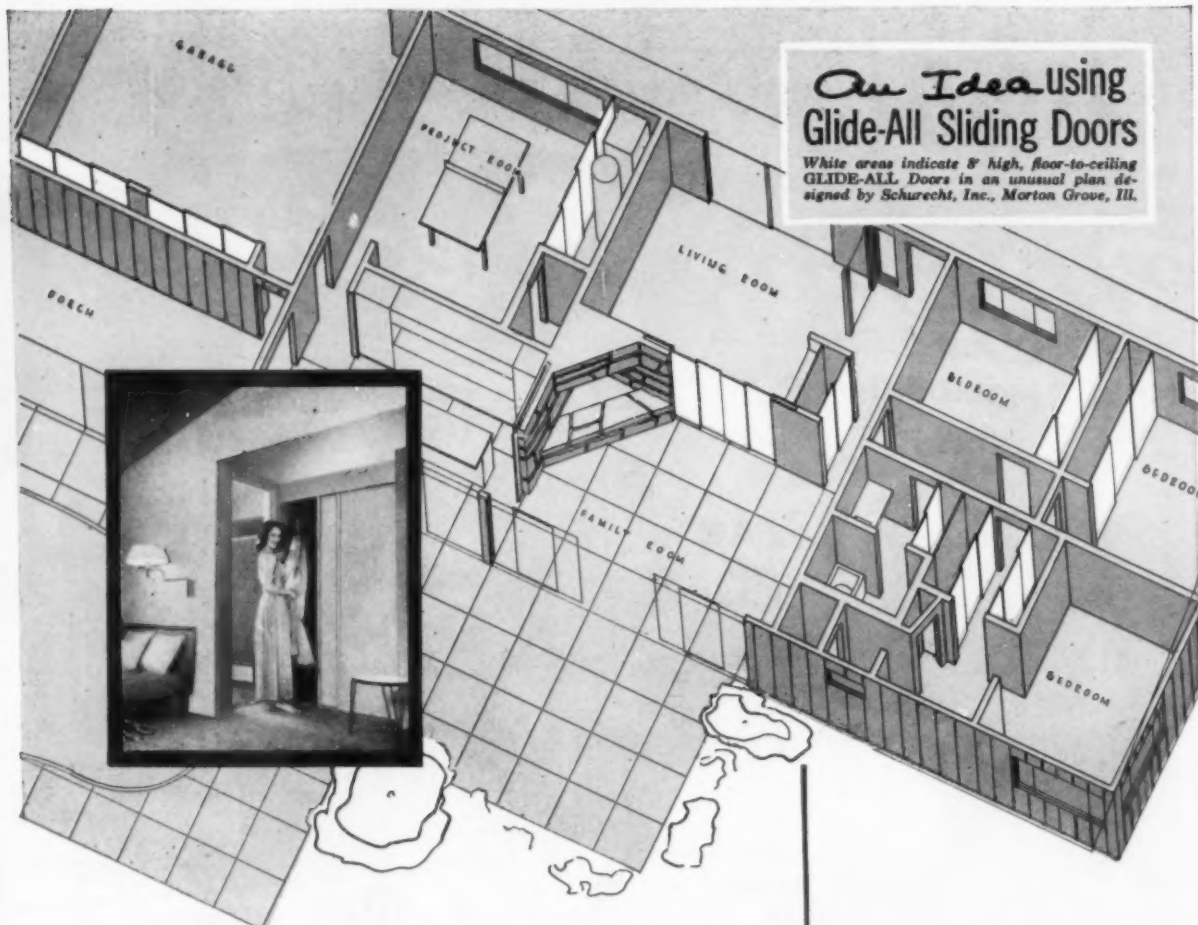
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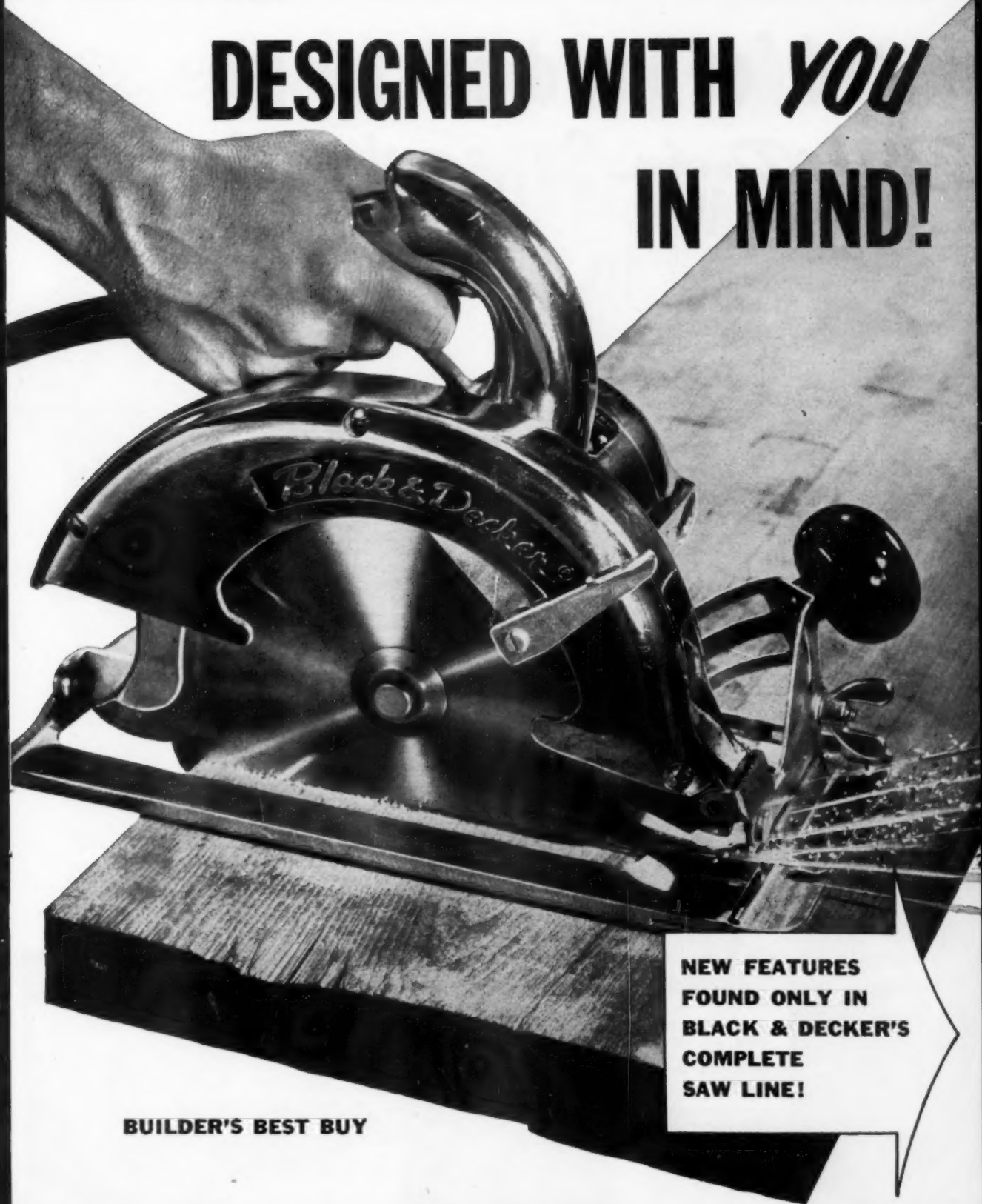
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BLACK & DECKER'S
COMPLETE
SAW LINE!**

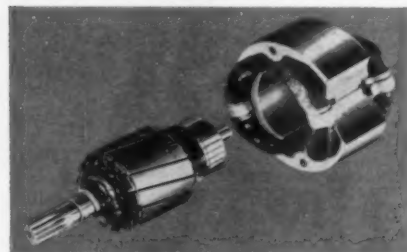
BUILDER'S BEST BUY

NEW POWER with *YOU* in mind!

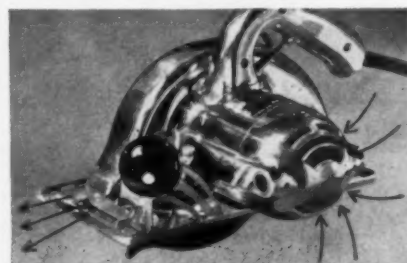
Board for board—job for job— *Black & Decker*® Saws out-cut 'em all!



On-the-job tests prove new Black & Decker Saws outcut, outperform, outlast the other builder saws—with power to spare! On the next few pages, you'll see for yourself new Black & Decker features never before offered on any line of builder's saws!



HEART OF THE SAW—This powerful B&D-built motor is specially designed for tough sawing operations to guarantee dependable, smooth performance.



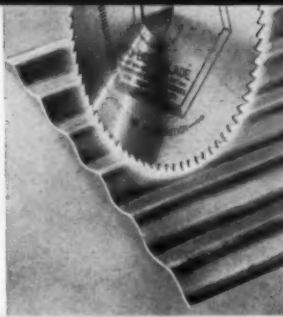
COOLER RUNNING—Custom engineered B&D fan keeps motor, handle and housing cool during continuous operation. B&D Saws make better use of available power (without danger of burn-out) because they have cool running motors.

NINE TYPES OF B&D BLADES MAKE FASTER CUTS IN EVERY MATERIAL!



ABRASIVE DISCS for cutting and slotting in ceramics, slate, marble, tile, transite, and thin gage metals.

METAL-CUTTING blades zip through soft non-ferrous metals including lead.



COMBINATION BLADES for general sawing. B&D Krobide Blades stay sharp longer, always give smoother cuts, because of special tooth design.

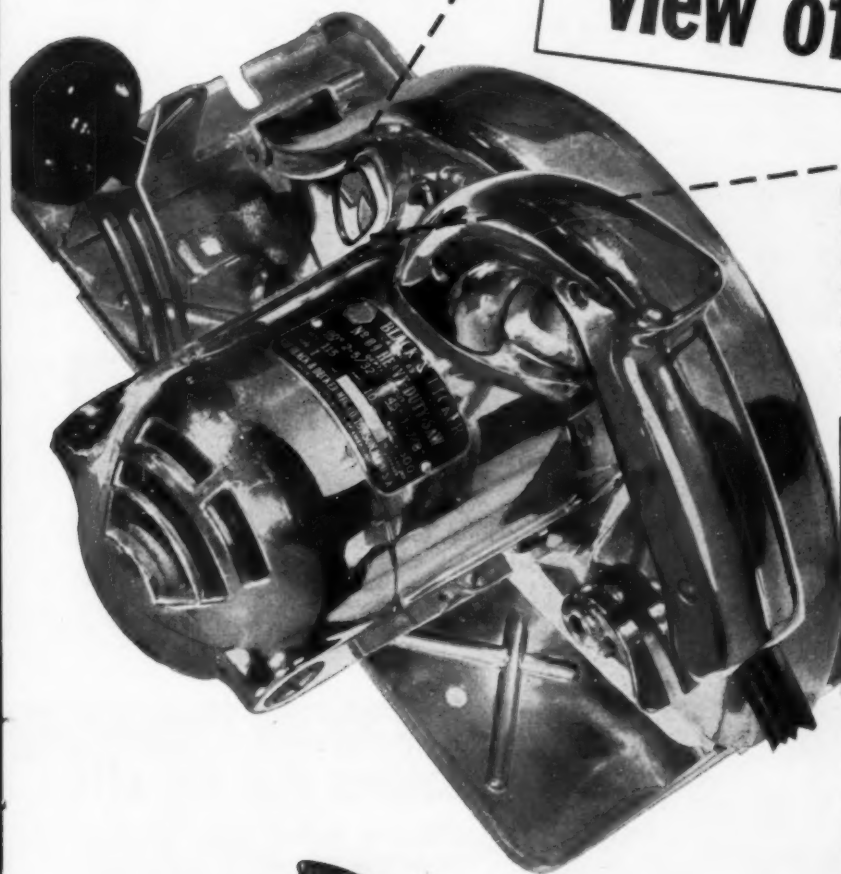
For specific applications crosscut, planer, flooring, carbide-tipped and friction blades make up the complete line of B&D blades.



NEW VISIBILITY with *YOU* in mind!

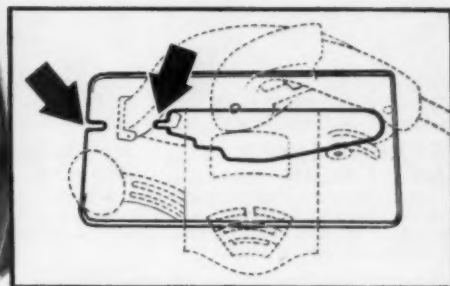
Black & Decker Saws help you follow the line with

**PICTURE WINDOW
view of blade**



LOOK AT THAT BIG WINDOW

New B&D *picture window* design makes the line-of-cut and the cutting edge of the blade visible at all times. Ideal for angle cuts . . . perfect for ripping. You see the difference in accuracy and lumber savings, immediately.

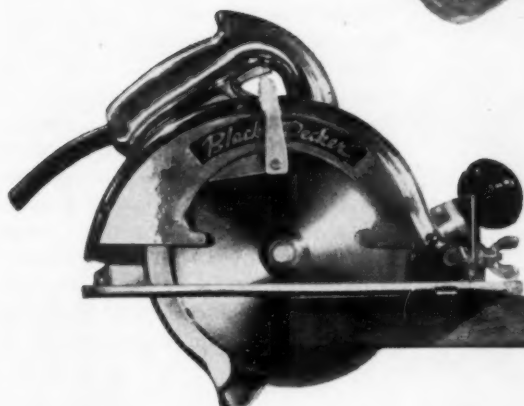


DOUBLE GUIDE EDGES

As an additional feature, these *double* guide edges keep you lined up at two points—the blade-cutting edge and the shoe edge on both #73 and #83 saws.

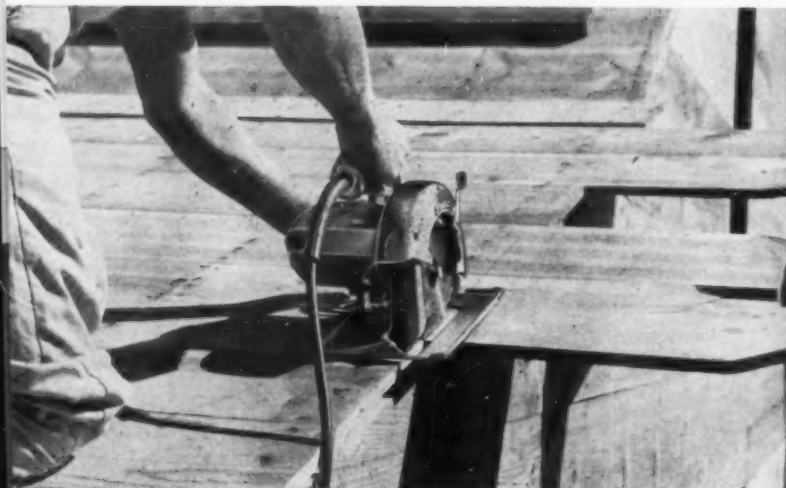
SAWDUST IS BLOWN CLEAR

Seein' is Believin' . . . the air flow in this new line of B&D Saws is so powerful that it keeps the line of cut clean and blows the sawdust *clear* of the job, *clear* of your eyes!

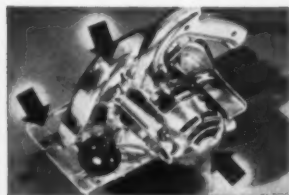


NEW HANDLING EASE with *YOU* in mind!

Black & Decker® Saws give you better control in the wood!



What really counts in a new saw is its performance in the wood! The way it handles, responds to your touch. And that's where Black & Decker leadership takes over. With streamlined lightness and balance, easy depth and bevel adjustments, added safety features, plus plenty of long-lasting, rugged power. Black & Decker Saws are best because they're made better . . . they're best because they're easy to control *in the wood*.



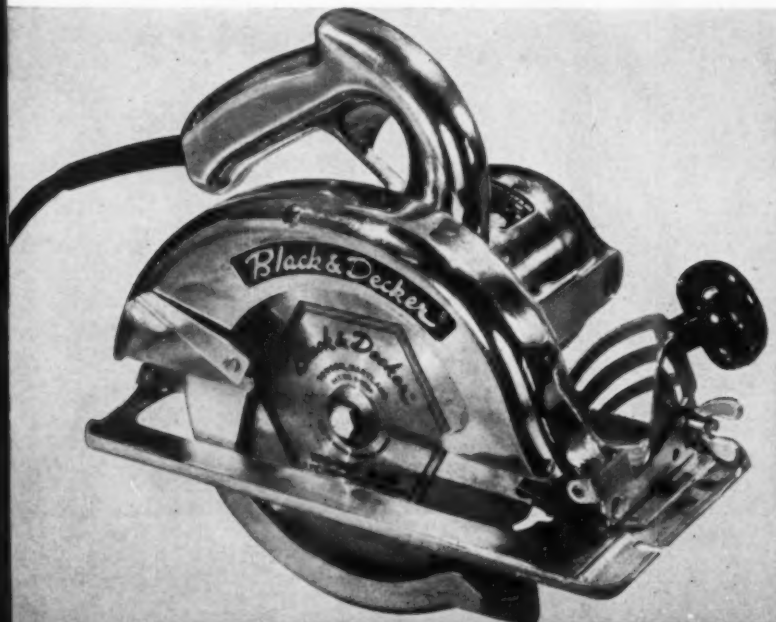
STREAMLINED LIGHTNESS—Light aluminum housing, compact motor, lighter, sturdier shoe...add up to less operator fatigue, continuous sawing ease.



KING-SIZE ADJUSTMENTS—One big wing nut takes care of your angle adjustments. Also sure, positive control of depth of cut.



EXTRA SAFETY—B&D Saws are designed with your safety in mind. The new, improved telescoping blade guard, open end handle, instant release trigger switch with guard, grounding wire in cable. Every proven safety device is on your B&D Saw!



Here are the control features that pay off!

As you rip down a board you'll be amazed how this new Black & Decker Saw won't walk away from the line-of-cut . . . won't nose-in or drag. You'll find the handle much closer to the blade than other makes . . . that's to prevent the saw from *walking* and to keep you closer to the job. Another new feature is the *open-end* handle. This makes it easy to control . . . even with heavy gloves on! And it fits your grip like it grew there. You find these new control features on Black & Decker Heavy-Duty Saws only!

NEW RUGGEDNESS with *YOU* in mind!

Black & Decker® Saws are **POWER-BUILT TO LAST!**



No. 93 cuts max. depth of $3\frac{1}{4}"$ at 90° , $2\frac{3}{8}"$ at 45°
\$119.50

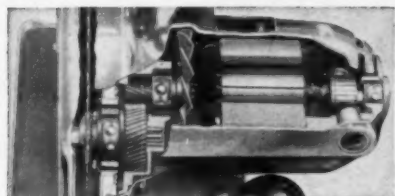
No. 73 cuts max. depth of $2\frac{7}{16}"$ at 90° , $2"$ at 45°
\$89.50

No. 83 cuts max. depth of $2\frac{13}{16}"$ at 90° , $2\frac{1}{2}"$ at 45°
\$102.50

No. 63 cuts max. depth of $2\frac{5}{8}"$ at 90° , $1\frac{7}{8}"$ at 45°
\$69.50

Complete builders' saw line

Each Black & Decker-built saw motor is designed to do toughest sawing jobs and each is constructed expertly, to outlast all others. You'll find the rest of your B&D Saw just as perfectly built. Sturdy housing and shoe. Accurate depth and bevel adjustments. For complete Saw Catalog, write to: THE BLACK & DECKER MFG. CO., Dept. H-102, Towson 4, Maryland.



SMOOTH POWER TRAIN—Heat-treated, helical gears give you smoother, quieter operation. And they're all made in our plant to rigid quality standards.



STURDY HOUSING AND SHOE—Light, sturdy aluminum housing can take it! Handle can be dismantled for quick servicing. Shoe is now tougher than ever before—keeps saw steady.



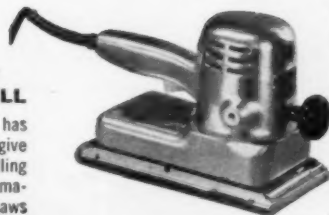
CONVENIENT SERVICE—There's a B&D Service Branch near you. Over 44 available for 24 hour service. Factory-trained personnel repair your B&D tools fast, economically, accurately.

OTHER FAMOUS BUILDER TOOLS... KEEP YOUR JOB MOVING FAST!



B&D $\frac{3}{4}"$ UTILITY DRILL

The B&D Drill has been specially geared to give extra power, easier handling for tougher jobs. Drives masonry bits up to $\frac{1}{2}"$, hole saws up to $1\frac{1}{4}"$. Only **\$39.95**



B&D No. 88 SANDER

Specially designed for continuous sanding operation. Orbital action assures smooth job... with, across or against grain. Only **\$74.50**



B&D HEAVY-DUTY JIG SAW

Cuts through 2×4 's. For straight, curved, sharp radius or irregular cuts. Adjustable shoe for 45° bevel cuts—on either side. Only **\$135.00**

Look in the Yellow Pages under "TOOLS-ELECTRIC" for nearest Dealer



Black & Decker®

World's Largest Maker of Portable Electric Tools

12¢
PER FOOT

15¢
PER FOOT

10¢
PER FOOT

13¢
PER FOOT

How much is it costing you
to have floors sanded and
finished on the job?

Bruce PREfinishes floors for $3\frac{1}{2}\text{¢}$ a foot!



SAVE UP TO \$100 PER HOUSE AND 3 OR 4 DAYS' TIME WITH BRUCE PREFINISHED FLOORING

You save in many ways when you use Bruce Prefinished Flooring... completely sanded, finished and waxed at the factory. There's no costly, time-consuming sanding and finishing on the job. No delays due to bad weather slowing up drying of finishes. No interference with other interior work! You get faster completions and faster sales... give buyers the best finished floor possible.

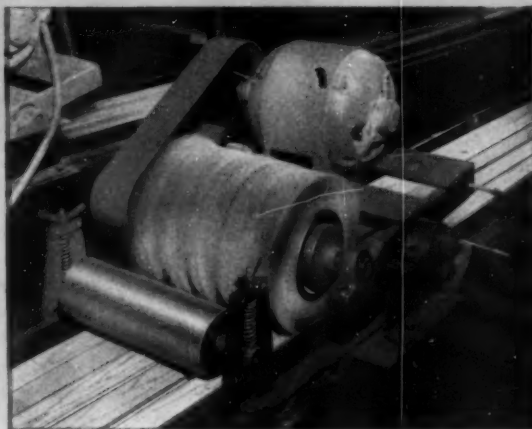
FACTORY METHODS PRODUCE A FINE FINISH AT LOW COST

First, the flooring is sanded to satin smoothness on 3-drum sanders. Next, the Bruce wood filler and penetrating finish are buffed into the pores to bring out the full beauty of the wood. Infra-red lights then bake and toughen the finish for extra durability. The Bruce PREfinish is completed with a hot application of solid wax polished to a handsome sheen.

Bruce PREfinished Hardwood Floors



Now in use in over
400,000 homes



MAIL COUPON

E. L. BRUCE CO.
1436 Thomas St., Memphis 1, Tenn.

Send complete data on Bruce PREfinished Floors to:

Name

Address

Again **PREWAY** is the built-in that *pays back best* for a showplace development



A PREWAY built-in oven and range is one of the easiest and least expensive ways of putting something extra special into popular priced homes. It gives a look of luxury to the kitchen — becomes a sales-clinching feature that adds little to the overall building cost. In fact, the final cost of a PREWAY oven and range is considerably less than others, because PREWAY units — gas or electric — are easiest of all to install.

American Homes Corporation of Sacramento, California know this to be true — proved it profitable 200 times in their Elkhorn Village development . . . a showplace project that has attracted national attention for its versatility in design and basic housing value.

You owe it to yourself to investigate PREWAY, to know all of the facts that combine to make PREWAY the leader that it is today — No. 1 in the country in gas built-in sales and No. 3 in electric. Call or write today for full information.

PREWAY Inc. 8257 Second Street, North
Wisconsin Rapids, Wisconsin

Since 1917 One source, one responsibility for gas and electric built-in ranges, range hoods, built-in refrigerator-freezer, oil and gas heaters, wall and floor furnaces, electric heaters.

AMERICAN HOMES CO.
DEVELOPERS OF ELKHORN VILLAGE

Home Office
502 Harbor Boulevard
Belmont, California
Telephone LY 6-4111

West Sacramento Office
P.O. Box 757
Sacramento, California
Telephone CL 6-1142

May 4, 1956

Mr. William Erdman
H. R. Sanford Company
235 25th Street
San Francisco, California

Dear Mr. Erdman:

We decided to feature Preway built-in ranges and ovens in our homes for two reasons. Primarily, we felt that each kitchen appliance used in an Elkhorn Village home should be "hand-picked" to ensure home-buyers of quality, brand reputation and a smart appearance that would fit into our contemporary kitchens. Preway scored high with us in all categories.

Also, we felt that no one manufacturer can completely equip a kitchen with all necessary appliances and guarantee top-quality performance for each and every appliance.

We chose Preway built-in units because over and above their consistently fine construction, operation and appearance . . . they enjoy wide public acceptance that helps us to sell homes.

Yours very truly,
AMERICAN HOMES CO.

John L. Sullivan
General Manager

JES:g

A WILLIAMS AND BURROWS DESIGN

AMERICAN BUILDER

An announcement of interest to architects, builders and specifiers

KENTILE, INC., to re-name all of its floor tile products

To conform with established architectural practice in specification writing, and for quicker and simpler identification, the names of all Kentile, Inc., floor tiles will now carry the Kentile name plus the material description as follows:

FORMER NAME	NEW NAME
KENTILE.....	KENTILE asphalt tile
KENRUBBER.....	KENTILE rubber tile
KENCORK.....	KENTILE cork tile
KENFLEX.....	KENTILE vinyl asbestos tile
KENROYAL.....	KENTILE solid vinyl tile
KENFLOR.....	KENTILE cushion-back vinyl tile

Effective in March, all Kentile, Inc., national advertising will feature these new names.

We at Kentile hope that this simplification will prove to be of assistance to you in selecting the proper flooring in your future specifications.

KENTILE, INC., Brooklyn 15, N. Y. • 350 Fifth Avenue,
N. Y. 1, N. Y. • 3 Penn Center Plaza, Philadelphia 2, Pa. • 1211 NBC
Building, Cleveland 14, Ohio • 900 Peachtree Street, N. E., Atlanta 9,
Georgia • 1016 Central Street, Kansas City 5, Missouri • 4532 So. Kolin
Avenue, Chicago 32, Illinois • 4501 Santa Fe Avenue, Los Angeles 58, Cal.



Facts You Should Know About Masonry Reinforcement

By Edwin L. Saxer: Professor and Chairman, Civil Engineering Department, University of Toledo



For some time, there has been a growing tendency to rely on steel reinforcing in mortar joints to improve the capacity of masonry walls to resist the stresses which develop.

The usage of joint reinforcement has often proven unsuccessful in the past. The chief reason for this has been the failure to use reinforcement in more than every third or fourth joint—a practice which provides little or no benefit to the intermediate joints.

A contributing factor in many cases has been the inability of some forms of reinforcing to develop adequate bond strength.

As a result of research at the University

of Toledo, and at other laboratories, the principles of effective joint reinforcement are now well understood. All indications point to the fact that reinforcement should be used in every joint, or at least in every other joint, to insure reasonable effectiveness.

Our research on the effectiveness of Key-Wall leads us to the following conclusions: (1) The design of Key-Wall results in a highly efficient distribution of steel. (2) The use of Key-Wall can reduce significantly the cracks resulting from shrinkage of the masonry; and (3) Key-Wall is effective in improving the lateral strength characteristics of masonry walls.

why it pays to use

Key-Wall

the new type of masonry reinforcement that gives greater value at lower cost

The effectiveness of Key-Wall has been clearly demonstrated by tests at the Research Foundation, University of Toledo.

It's being specified and used by leading architects and builders today. It will offer you advantages on any jobs you build.

Key-Wall is made for the following wall thicknesses: 4", 6", 8", 10" and 12".

- Reduces shrinkage cracks
- Adds effective lateral strength
- It's galvanized to prevent rusting ... assures maximum bond
- Lap joints give continuous reinforcement
- Does not interfere with bedding of units
- Improves mortar joint because multi-directional reinforcement holds mortar in place; gives better bond
- Masons welcome it, because it's easy to handle; easy to cut and fit; doesn't interfere with joint thickness
- You save on material cost, as well as labor cost



FREE—SAMPLE AND TEST REPORT

KEYSTONE STEEL & WIRE COMPANY
PEORIA 7, ILL.

Please send me free sample and copy of Key-Wall masonry report made by the Research Foundation, University of Toledo.

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

How to sell twenty houses a year (or a hundred and twenty)

PROBLEM:

Data: Both Harold Flax (at left) of London, Ohio, and Harry Lechtner (at right), Erie, Pennsylvania, are builders of Midwest Prefabricated Houses.

Both are developing their own projects and handling their own sales. And both rely on Midwest Houses to help them do it. But there the similarity ends.

Flax, for example, has geared his building program to a consistent 20 homes a year; Lechtner is building 60 houses this year. Flax is building in a community of 5,000 people; Lechtner in a city of 130,000. Flax normally sells before he builds; Lechtner builds first, sells after.

Solution: A sales and promotional program specifically tailored to the different objectives, different markets and different problems of each Midwest Houses builder.

Personnel from Midwest made personal trips to both projects, appraising the promotional characteristics involved. Midwest prepared comprehensive individualized plans for each of the two builders. No charge. Midwest shared in the expenses of carrying out those promotional plans.

Result: Both builders busy. Future prospects rosy.

Moral: (1) Your building project is unique. (2) Its success lies in building the right house—and promoting it in the right way. (3) Midwest offers you both the houses and the promotional help to assure the profitability of your project. (4) Maybe it's time you took another look at Midwest Houses.

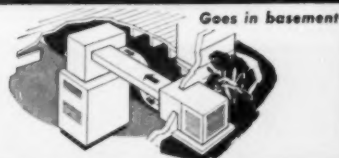
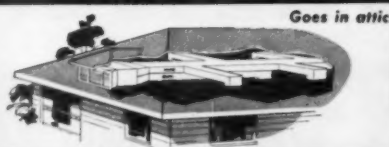
Promotion's important, but . . . you'll want to hear more about Midwest Houses before you decide to become a Midwest Builder. You'll want a look at the smart Midwest Prefabricated House line. You'll want additional data on the Midwest Dealer Program—specifics on the site selection, plot planning, field supervision and financing help Midwest offers. We'll be tickled to tell you. Write us on your letterhead—TODAY.



Mansfield, Ohio

Vornado

Residential Air Conditioner
...most practical, low cost,
easily installed unit
on the market today.



Installs Anyplace

Can be connected with
the heating system or
installed separately
with prefabricated
Vornaduct.

Proved in Thousands of Homes



Add-On Application

"We have looked for a long time for a central air conditioning unit we could add to our heating system without having to boost the price out of the range of the average buyer. By using the Vornado unit we have added very little to the monthly payment costs, and built a home that will have strong re-sale value for years to come."
C. T. Wilson, Wilson Homes, Inc., St. Louis, Missouri.



Separate System Application

"We are very pleased to offer the people of Phoenix, Arizona, modern, three-bedroom, two-bath homes with family room complete with Vornado refrigerated central air conditioning...we have completed seventeen hundred homes, and are planning an additional thirty-three hundred." Mr. J. F. Long, President, J. F. Long Home Builder, Inc., Phoenix, Arizona.

Product of

The O. A. SUTTON CORPORATION, INC., Wichita, Kansas
World's leading full line manufacturer of comfort cooling appliances

Vornado®

INSTALLS EASIER PERFORMS BETTER

- * **Complete Package.** Vornado puts air conditioning in self-contained, air-cooled package. No extra plumbing, water connections, outside accessories.
- * **Twin System.** Two hermetically sealed, heavy-duty compressor units deliver unequalled capacity.
- * **Factory Warranty.** Assures satisfactory service. Over 7 million satisfied Vornado users.
- * **FHA-VA.** Meets all FHA and VA requirements.

Vornado helps you sell your air-conditioned homes with dramatic...attention-getting...merchandising sales aids. Handout pieces, exterior signs, interior mobiles, decals, publicity stories, ad layouts.

send
this
coupon
today

The O. A. Sutton Corporation, Inc.
1812 West Second Street, Wichita, Kansas.

I want complete information on your new versatile low-cost Vornado Central Air Conditioners. It is understood there is no obligation.

Name _____

Firm _____

Position _____

Address _____

City _____ State _____

AD

Need construction money? GET THE CONSTRUCTION BEATS THEM ALL—TEAM UP



HERE'S HOW IT WORKS:

This example is based on a P&H Home with a selling price of \$13,400; down payment of \$700; mortgage loan of \$12,700.

FIRST DRAW GIVES YOU UP TO

60%

of total payout (or \$7,950 including down payment). Covers up to 90% of costs for excavation, footings, basement, floor framing, P&H house package, transportation charges, labor—plus cost of raw land, completed improvements, and profit.

NO OTHER MANUFACTURER OFFERS YOU A MORE LIBERAL FINANCE PLAN...

- P&H plan pays out up to 90% of work done in the first, second and third draw stages.
- No waiting for inspections. Payouts are made as you need them.
- You can keep down payment—use it as working capital!
- Harnischfeger handles processing of papers for you. Saves you time and work.

- It all adds up to faster capital turnover, more profits, and greater return on your investment. Helps ease your tight money situation.

Harnischfeger helps you with permanent mortgage money, too! All financing handled through the complete facilities of Harnischfeger Homes Acceptance Corporation. Ask your P&H field representative for information.

New inclusive P&H Financing Plan is available to all qualified P&H dealer-builders!

FINANCING PLAN THAT WITH HARNISCHFEGER!



SECOND DRAW
BRINGS YOU UP TO

70%

of total payout. \$1,300 payout covers rough wiring, heating, plumbing. House is closed in.



THIRD DRAW
BRINGS YOU UP TO

90%

of total payout. \$2,850 payout is yours when house is completed and ready for third inspection.



FINAL DRAW
BRINGS YOU TO

100%

total payouts. \$1,300 payout is yours when you've passed third inspection, are ready for VA guarantee or FHA insurance. Title free and clear.

... PLUS THE BIG-TRACT BENEFITS YOU NEED TO SELL MORE HOMES!

- P&H Family Plan home designs set faster sales pace.
- P&H precision-engineering and manufacturing—plus finest materials—assure you of a top-quality home.
- P&H field-tested merchandising aids give you the hard-hitting promotion you need to attract more prospects.
- P&H sales closing techniques help you to greater profits.

- P&H decorating services offer you professional color styling plus furniture package designed to give your model home added sales appeal.

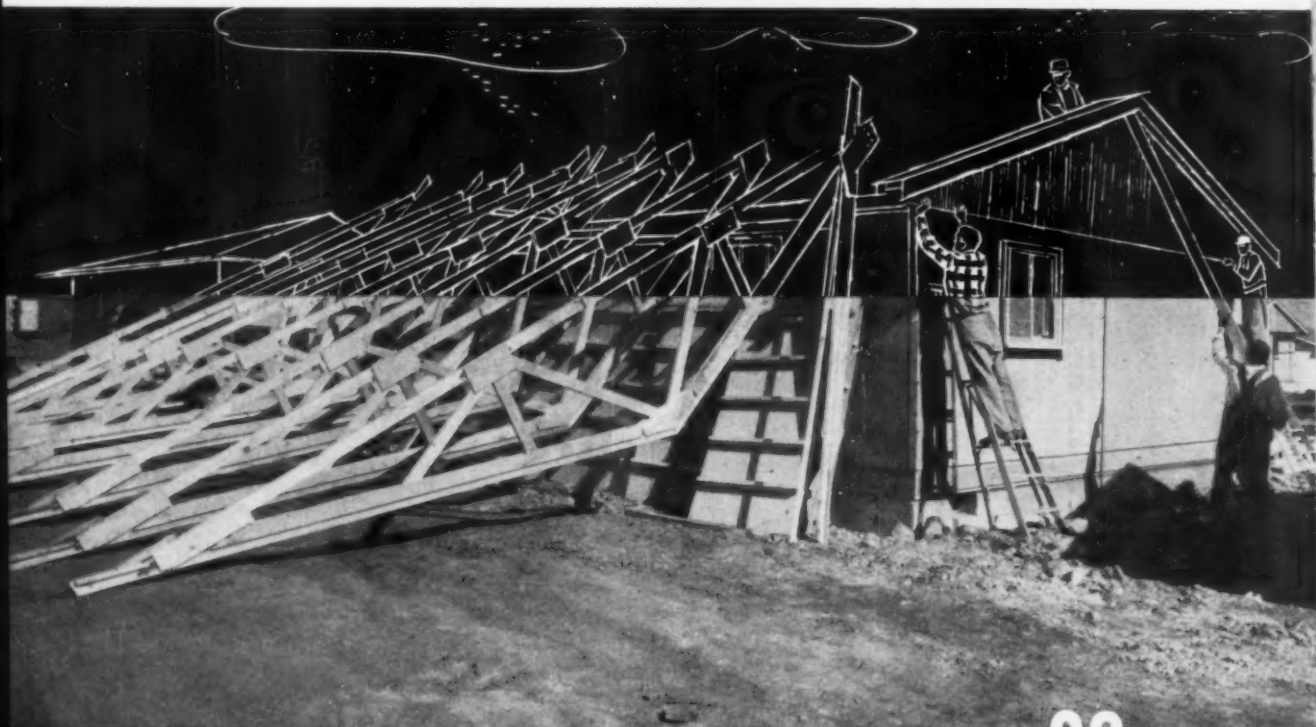
Team up with Harnischfeger and enjoy these benefits now. Take the headaches out of home-building . . . put the profits in! Call, wire or write Dept. AB-572 today.

QUALITY
P & H
HOMES

HARNISCHFEGER HOMES, Inc.

Port Washington, Wisconsin • Phone 611

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QUALITY
P & H
HOMES

HARNISCHFEGER HOMES, Inc.

Port Washington, Wisconsin • Phone 611



Desks, wash basins, shelves at Arthur Talmadge School, Springfield, Mass., have "kid-proof" melamine laminate surfaces.

melamine laminates at windows, wash basins and work areas protect school property with minimum maintenance

Melamine surfaced school desks and counters have proved they "pay their way" in lower maintenance costs. That's why melamine laminates are more and more being used for window sills, doors, push and kick plates, toilet partitions and wall paneling in public buildings as well as homes.

Sold in a wide variety of colors and patterns under different trade names, these laminates require an absolute minimum of maintenance. They never need painting or finishing. The smooth tough surface washes clean with a damp cloth—no need for scrubbing, waxing, or buffing.

Melamine laminates provide good resistance to scratches, dents, chipping, cracking, burns or stains. They withstand heat up to 275° F.—are unharmed by alcohol, most acids or alkalis.

MONSANTO supplies melamine resins for laminates sold under these names: Consoweld, Corlex, Decarlite, Farlite, Fiberesin, Lamin-Art, Micarta, Nevamar, Pionite, Railite, Resilyte, Richelain, Textolite, Wilson Art. If you would like additional information about any of these, we will be glad to refer your inquiries to the manufacturer.

A New Report, "Pipelines to the Future," containing an evaluation of different types of plastic pipe is available at \$1.00 each. This study was compiled by Monsanto's Structural Plastics Engineering Group. You are invited to write them on any question pertaining to the use of plastics in construction.
Monsanto Chemical Co., Room 1307, Springfield 2, Mass.





MOST DESIRED "CUSTOM" FEATURE NOW WITHIN REACH OF EVERYONE

Heating and Air-Conditioning Equipment Costs Average 25% Less ...WITH ADEQUATE ALUMINUM-CLAD INSULATION

A properly engineered house with adequate insulation surfaced with ALCOA® Aluminum can be heated with a smaller furnace—can be cooled with a smaller air conditioner—can be operated for life with lower monthly utility bills. ALCOA studies reveal that the use of adequate aluminum-clad insulation cuts the cost of this equipment at least 25%.

This means, of course, that aluminum-clad insulation pays for itself—then continues to save money. Now, every new-home buyer can afford that most-desired "custom" feature—central air conditioning.

For proof, attend the ALCOA Insulation Show when it appears in your area. Live entertainment that dramatizes the findings of recent ALCOA-sponsored research, the show will visit thirty cities, beginning in March.

ALCOA does not make insulation of any kind. It makes ALCOA Aluminum Foil, which many manufacturers use to produce several types of insulation. Use the coupon to get your copy of ALCOA's new book about insulation.

INSULATION SHOWS IN THESE CITIES

Baltimore, Birmingham, Boston, Buffalo, Cincinnati, Cleveland, Dallas, Detroit, Fort Worth, Indianapolis, Kansas City, Long Island, Louisville, Miami, Milwaukee, Minneapolis, Newark, New Orleans, Norfolk, Phoenix, Portland, Sacramento, San Bernardino, San Diego, San Mateo, Seattle, Tampa, Washington, Westchester Co., N.Y., Wichita.



THE ALCOA HOUR
TELEVISION'S FINEST LIVE DRAMA
ALTERNATE SUNDAY EVENINGS

Aluminum Company of America, Industrial Foil Division
1610-B Alcoa Building, Pittsburgh 19, Pennsylvania

Gentlemen: Please send my free copy of your new book about insulation, "Comfort Everybody Can Afford"—and tell me time and place of the Insulation Show in my area.

Name _____ Title _____

Firm _____

Street _____

City _____ Zone _____ State _____

NEW! sliding door pocket frame set for all doors, 2' 0" to 3' 0" wide!

#2825

is adjustable . . .

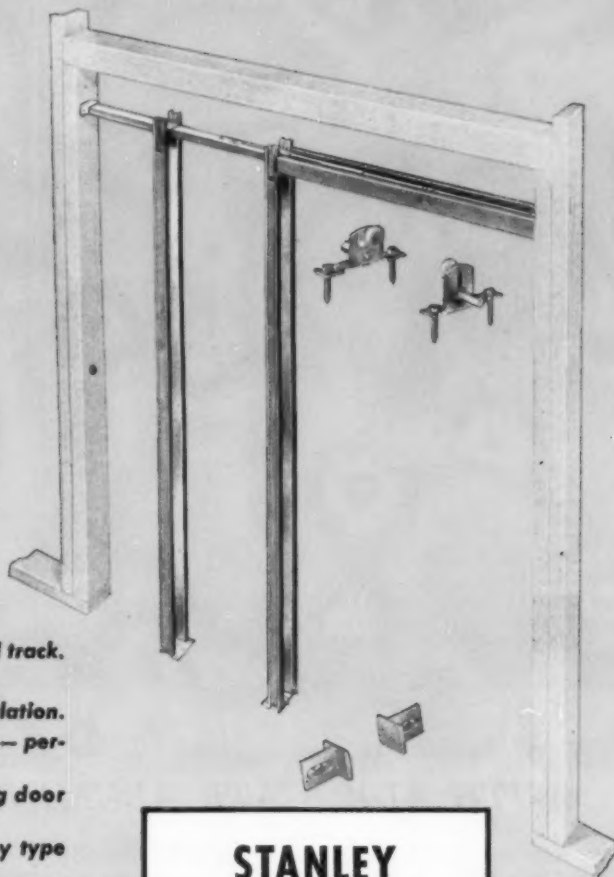
fits all door sizes

- 2' 0" to 3' 0" wide
- 6' 6" or 6' 8" high
- ¾" to 1 ¼" thick
- weighing up to 80 lbs.

Now for the first time builders can order sliding door pocket frames with no chance for error! For Stanley's #2825 is adjustable. *It fits all standard door sizes.* It's the one pocket frame set that's right for every job!

#2825 has been designed with the builder in mind. Compare these features:

- All steel, telescoping, warp-proof header and track.
- Extra rigid steel split jambs.
- Maximum pre-assembly, insuring fast installation.
- Sturdy door hangers with quiet nylon wheels — permit up to ¾" vertical adjustment.
- Nylon floor guides, adjustable for varying door thicknesses.
- Header and split jambs designed to take any type of dry or wet wall construction.

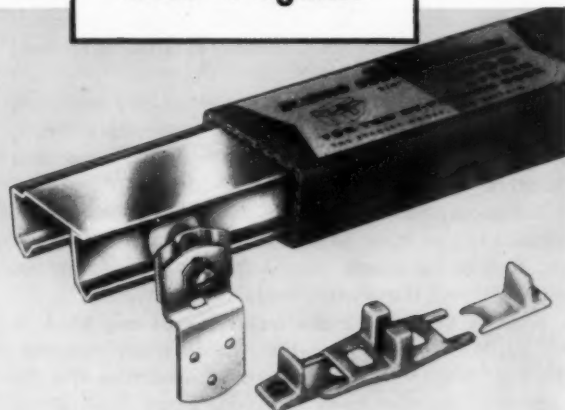


STANLEY
does it again!

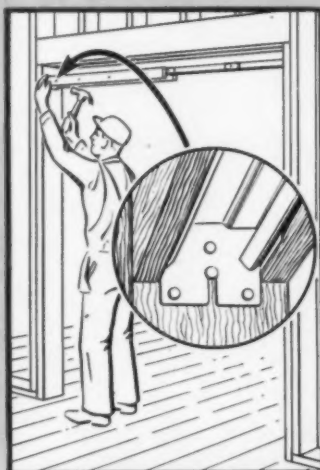
Companion set to
STANLEY #2800 HARDWARE
for ¾" and 1 ¼" by-passing doors

For up to ¾" vertical adjustments, simply loosen machine screw — you don't have to touch the screws on the door!

NOTE: Stanley also makes the most complete line of trim available, in all standard finishes.



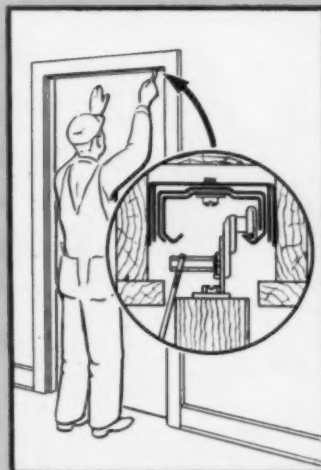
ONE-man installations made easy!



1. Install header Unique bracket design permits accurate positioning of header without the need for sling or other assistance.



2. Install uprights After header is up, it's a simple matter to secure split jamb and split stud to header brackets.



3. Install door Final door adjustments can be made after it is hung and trim is in place.

#2825 is the most revolutionary development for sliding doors since Stanley introduced its now-famous #2800 hardware for both $\frac{3}{4}$ " and $1\frac{3}{8}$ " by-passing doors.

A builder on the job can quickly adjust the #2825 — lengthwise . . . adjust the uprights — vertically . . . adjust the floor guide — lat-

erally. And even after the trim is in place, it is still possible to readjust the hanger.

You just can't find another frame so easy to install or adjust. And the prices are low! Ask your dealer for details. If he doesn't already have #2825, tell him about the set that will slash his inventory from 4 to 10 sizes to one!

Specify STANLEY Hardware for All Sliding Doors

Stanley sliding door hardware is not only a time and money-saver — it's a sound investment as well! Home buyers, realtors and appraisers recognize the inherent quality of Stanley merchandise. Put this recognition to your advantage in selling your homes.

Ask your dealer about Stanley's complete line of sliding door hardware, including the 2825 pocket frame. Clip the coupon and send it to us today!

STANLEY

Stanley Hardware, Division of The Stanley Works
102 Lake Street, New Britain, Conn.

Please rush me prices, instruction folders and complete details on #2825 and the full line of Stanley sliding door hardware.

Name

Company

Address

City State

Dealer's name

Address



Successful Ohio builder moves homes 70% faster with carpet in the price

**Listen to E. J. Plott, 1955 National Award Winner
for Home Sales Promotion:**

"Our sales experience proved that 80% of our buyers preferred wall-to-wall carpet. I'm very happy to say we carpet the living room and master bedroom in 100% of our new homes and have been doing so for three years."

Working with local Canton, Ohio retailers, Mr. Plott is able to offer his customers the widest possible selection of colors and patterns, expert knowledge and help on selection—no inventory necessary, no installation problems, no extra labor costs. And he moves his homes "at least 70% faster."

That's because women prefer carpet 13 to 1. But when they're buying a new house, their cash and credit are tied up. They feel they can't afford carpet. So Mr. Plott,

and hundreds of other top builders across the country, include carpet in the package price and the sale is made.

Why don't you try this tested method of moving homes faster?

Discuss this with your local carpet retailer. He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet.

Your local lending organizations will be able to work out with you and your carpet retailer, the most satisfactory financing plans for you.

Find out how you can use carpet as an effective selling tool. See your local carpet retailer today, or write the Carpet Institute, 350 Fifth Avenue, New York, 1, N. Y.

Home means more with carpet on the floor • more comfort • quiet • safety • beauty • easier care

Offer carpets designed and made for the American way of life by these American manufacturers:

Artloom • Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes
Karastan • Lees • Magee • Masland • Mohawk • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.



There's *Beauty* in Exposed Masonry ... and it actually **COSTS LESS!**

Almost anyone can afford the beauty of Vibrapac block! For both exteriors and interiors, this versatile building material offers practically unlimited possibilities . . . at limited cost.

New and beautiful effects can be created for a variety of applications in recreation rooms, living rooms, bedrooms, kitchens, corridors, entrances, partitions, fireplaces, planters, etc. Vibrapac Block are produced by a process that insures dependable uniformity and a

wide range of interesting colors, textures and patterns. Available in modular sizes that simplify construction. Vibrapac block advantages bring savings in time and labor to every job. To the structure itself they assure a stability that means less depreciation and higher valuation for the home owner. A Vibrapac block wall is permanently beautiful . . . permanently economical. Architect, builder and home-owner alike can profit from using this versatile building material.

Why not investigate the advantages of building with Vibrapac block. We will gladly send you literature showing patterns for exposed concrete masonry walls. No obligation. Merely send us your name and address on your own letterhead.

BESSER Company

Box 183, Alpena, Michigan, U.S.A.

FIRST IN CONCRETE BLOCK MACHINES!



A6-107

Tilt-up walls made Insulite's Bildrite and



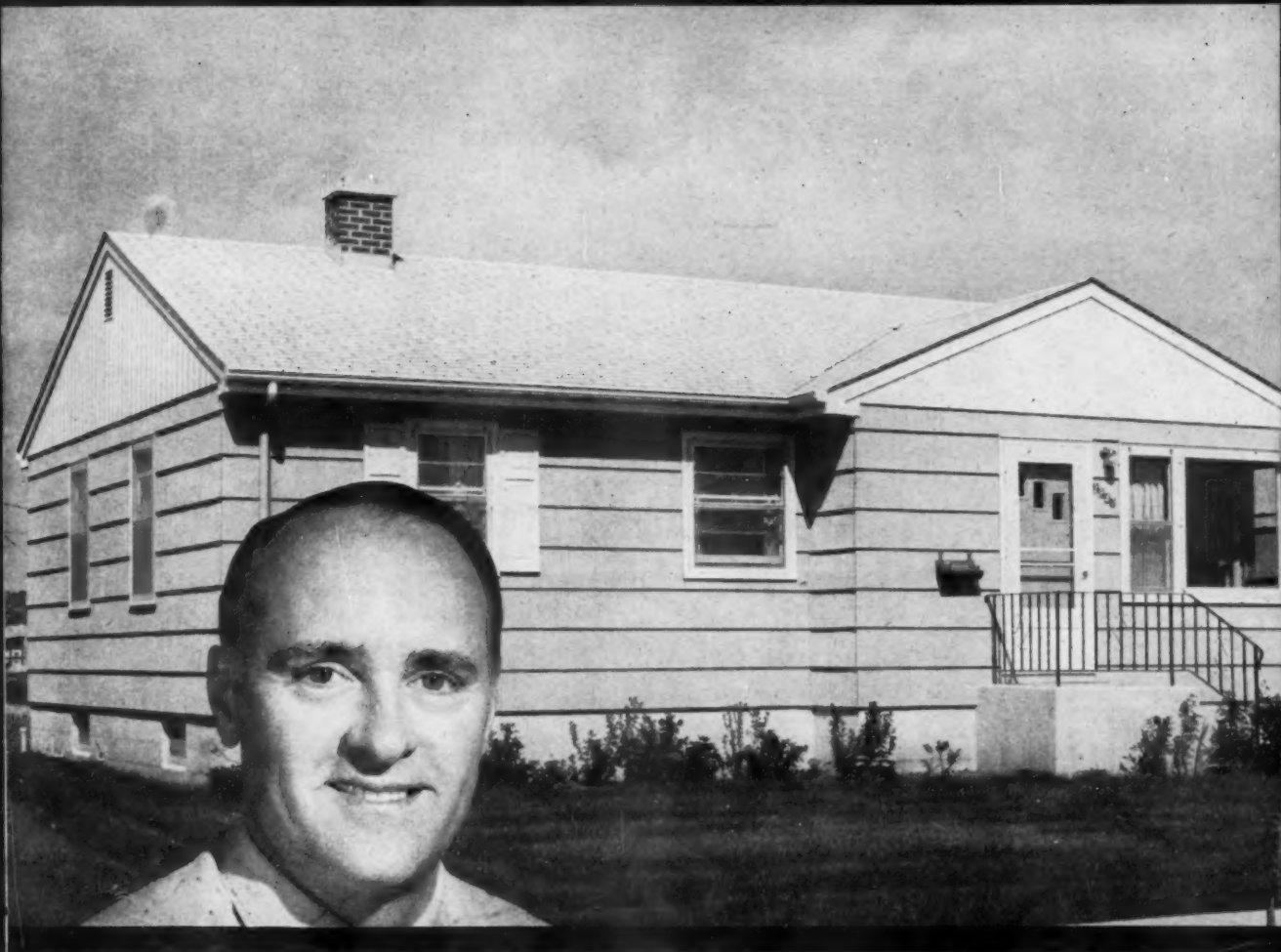
First Step in Dietrich's speedy system is completion of finished shingled sidewall sections lying flat. With strong, rigid Bildrite Sheathing applied to frame, carpenters can safely kneel, walk and work anywhere on surface. Insulite Shingle-Backer and cedar shakes are quickly applied, and wall section is ready to go into place.



Second Step is raising of sidewall into position. Two men can frame and finish an entire wall section in one day. Seven men are used to raise and place it. Photo at right shows typical finished home, with Jack Dietrich in foreground. Sizes of Highland homes range from 810 to 1,646 sq. ft.; prices from \$13,950 to \$17,900.

build better and save with
INSULITE

super-strong with Shingle-Backer



After testing 7 sidewall materials, Jack Dietrich uses Insulite products exclusively, for 680-home project

On its own subdivision at Highland, Indiana (near Hammond), Homestead Construction Corp. has found striking proof that Insulite structural boards have strength and workability *unmatched by any other comparable materials.*

"We tried seven different brands of insulation board when we started here," says Jack Dietrich, president of Homestead and a director of NAHB. "With our tilt-up system, we require the strongest possible sheathing; board that cuts fast and clean

with power saws; and greatest nail-holding strength. On these counts, we ruled out the other six brands and now work with Bildrite Sheathing and Insulite Shingle-Backer exclusively. There's nothing else that can match them, for quality construction."

With 594 homes now built and sold in the Highland project, Mr. Dietrich's statements are backed by sound and solid evidence. Want more information on Bildrite or Shingle-Backer? Write Insulite—Minneapolis 2, Minnesota.



INSULITE, Made of hardy Northern wood

Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



**OHI
Sponsor**



Sherman Equipment "On-the-Job" While Other Machines Stand Idle

The Contractor: The Webster Company, St. Paul, Minn.

The Job: Install an automatic lawn sprinkler system for a new school.

The Problem: Heavy rains which threatened to prevent completion of the job on schedule. Trenching machines clogged up and track-type dozers tore up the rough graded area.

The Solution: A lightweight Sherman back-hoe for the trenching with the ability to push itself along the ground with its dipstick. For backfilling and backgrading, the Sherman AJ 25 Loader on the dependable Fordson Major Tractor is used. Because of its mounting and leverage design, it transfers more weight to the big driving wheels of the tractor with resulting traction advantage. Easy steering is assured by the Sherman Power Steering unit.

Actually, the Webster Company has found its Sherman equipment profitable even on a rental basis where operators can be expected to give a rig all the abuse it will stand. Rugged, heavy-duty construction is a prominent feature of all Sherman Power Diggers, Loaders, Fork Lifts and other equipment. See them in action soon at your local Ford Tractor Dealer or write for Bulletin No. 760.

*Manufactured for Sherman Products, Inc., by Johnson Hydraulic Equipment Company, Minneapolis, Minnesota

†Designed, Engineered and Manufactured jointly by Sherman Products, Inc., Royal Oak, Michigan. Wain-Roy Corporation, Hubbardston, Mass.

©1956 Sherman Products, Inc.



SHERMAN MAJOR DIGGER-LOADER COMBINATION performs a great many different jobs for the city of Dearborn, Michigan. The unit is used to dig water main taps and sewer sections, to install fire hydrants, to load and backfill and to do many miscellaneous jobs.



..... this sold her the home



NEW Full-Vu FOLDING DOORS

By **Leigh**

THIS EXTRA TOUCH of practical glamour spells "buy it" to potential home owners. Closets appear twice as large, and many times more accessible, as these ingenious steel doors glide silently aside at a touch, folding neatly together to reveal *all* the storage space. Look at all the competitive advantages Full-Vu Folding Doors can offer *your* homes . . . at lower cost than that of any wood door.

LEIGH BUILDING PRODUCTS DIVISION

AIR CONTROL PRODUCTS, INC.

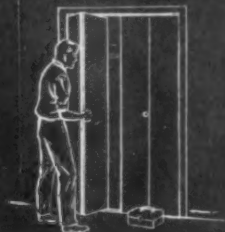
1657 Lee Street

Coopersville, Michigan

FREE — Write for colorful, tell-all literature on Full-Vu Folding Doors, today.

BUILT TO LAST A HOUSETIME

. . . these rugged, all-steel doors can't warp or sag. They never bind, stick, or slip out of adjustment. You make no costly call-backs.



EASIEST TO INSTALL... MOST ECONOMICAL, TOO

— One man does the job in 20 minutes or less. No cutting, fitting, or planing. Exclusive threaded pivots and guides install and adjust in seconds. Sets are complete, in one package. Can be used with or without bottom track.

TWO FINISHES, FOURTEEN SIZES

. . . Full-Vu Doors come in 6'8" and 8'0" heights, and widths from 2' to 6' to fit all standard openings. Two durable baked enamel finishes . . . beige prime coat and a rich birch grain.



POPULAR LOUVER STYLE DOORS

. . . combine the advantages of ventilation with the convenience of folding doors. Their graceful styling adds a decorative touch to all closets and wardrobes. And they bring new beauty to furnace and laundry rooms, and closets where ventilation is required.



7:30 A.M. Nine pockets on four foot centers were provided in each of the 40 foot outside walls to support ends of the nine 24' eight inch JUNIOR BEAMS weighing 1,400 pounds.



8:00 A.M. Workmen are shown placing the JUNIOR BEAMS in the notched recesses in the eight inch blocks. A concrete block wall through the center of the house foundation provides intermediate support for the JUNIOR BEAMS.

Contractor saves using Junior Beams

This labor saving resulted when JUNIOR BEAMS with 2-4-1 plywood floors were used in place of conventional wood joists by Steinkamp & Company, Inc., Batesville, Indiana, a Lu-Re-Co builder.

The framework of this \$9,500 one-story 24' x 40' brick veneer house was recently erected in eight hours. Floor construction with steel JUNIOR BEAMS as joists was completed in 19 man-hours as compared to 75 man-hours for conventional wood joist construction.

Material costs were comparable. The 2-4-1 Douglas fir plywood panels serve as subfloor and underlayment for any desired floor covering.

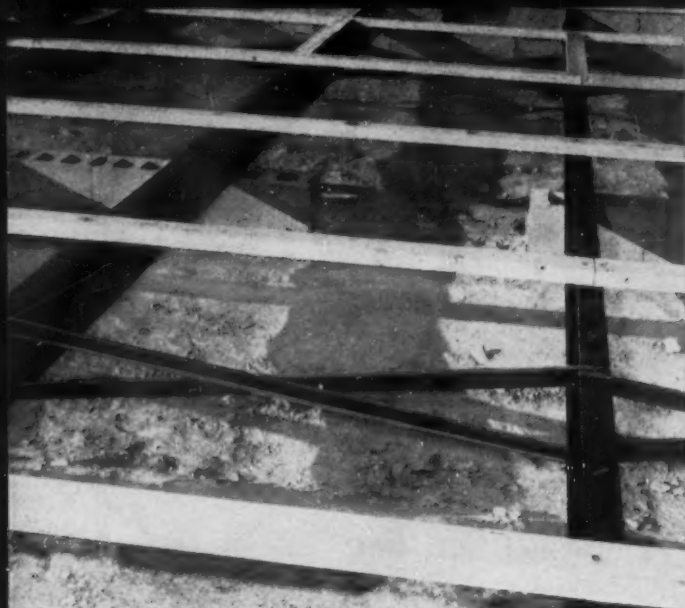
You also can accomplish similar savings with JUNIOR BEAMS, an exclusive development of Jones & Laughlin. They can be used in either crawl space or basement construction.

JUNIOR BEAMS are low in first cost; light in weight for fast, easy steel erection with minimum manpower. Overall building heights can be reduced by proper framing of JUNIOR BEAMS into supporting members.

Call your nearest Jones & Laughlin representative for complete details or write to the Jones & Laughlin Steel Corporation, Dept. 493, 3 Gateway Center, Pittsburgh 30, Pennsylvania.



Jones & Laughlin Steel Corporation



9:00 A.M. Rigid bridging is attached to JUNIOR BEAMS in a continuous row in the center of the 12 foot spans. The 2" x 4"s, laid flat, are securely fastened on four foot centers transverse to the joists.



9:15 A.M. In turn, 2" x 4"s are laid along the length of the JUNIOR BEAMS between the transverse 2" x 4"s, providing a four foot grid. A 2" x 6" wood plate is attached to walls to support floor and wall panels.

56 man-hours as floor joists

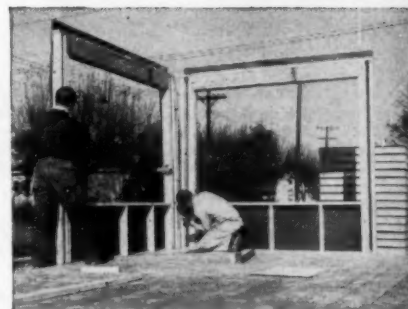
10:15 A.M.

The 4' x 8' Douglas fir 1 1/2" plywood panels are nailed in place.



10:45 A.M.

Erection of the pre-fabricated side wall panels is under way.



1:30 P.M.

Roof trusses are being fastened in place according to schedule.

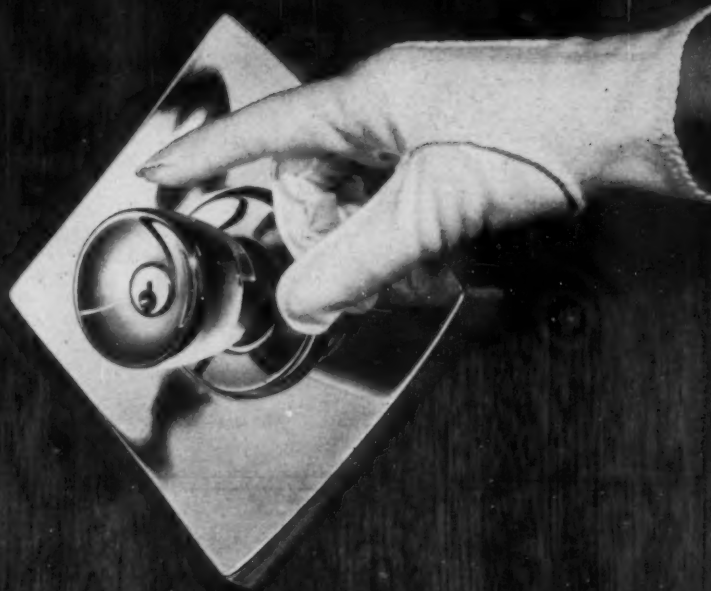


3:45 P.M.

Frame of house is completed with laying of roofing paper.



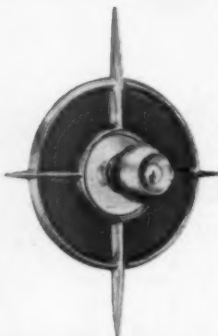
first
touch
of
Quality



Imperial escutcheon shown with Tulip design lock.

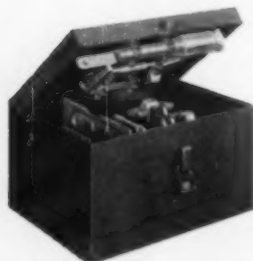


MANHATTAN design open-back escutcheon, 8" x 4 1/2". Background is wallpaper cut to size and applied to door. Shown with Tulip design lock.



CONTINENTAL design open-back escutcheon, 11" x 8". Colored background is paint applied to door. Shown with Saturn design lock.

FIRST IMPRESSIONS ARE LASTING . . . that's why many volume builders today are using original Schlage entranceway designs . . . combining modest cost and house-to-house versatility with striking eye appeal. Characteristic of Schlage's practical, progressive designs, two new open-back escutcheons — the Manhattan and Continental — introduce a welcome "color-accent" to help individualize homes . . . create an even wider design selection for every taste and budget. But whatever the style, function or finish you select for your homes, you can always count on Schlage quality.



COMPACT TOOL KIT CUTS LABOR COSTS

For new construction or remodeling jobs, Schlage's tailor-made kit lets your carpenters handle Schlage wood-door installations quickly and easily — contains all the tools necessary for handy and accurate lock installation! For complete information on Schlage lock installations, write for Installation Tool Book #625-Y-2

Send for New "Lock Fashions" Brochure #621-Y-2

For attractive suggestions in doorway decoration and colorfully illustrated applications of Schlage residential lock and escutcheon designs, write today for this handsome 4-color, 12-page brochure.

SCHLAGE®

SCHLAGE LOCK COMPANY

SAN FRANCISCO • NEW YORK • VANCOUVER, B. C.

Address all correspondence to San Francisco



**EVERYONE POINTS
WITH PRIDE TO WEISER LOCKS**

Ever notice how people like to boast a little and point with pride to something that is just a little better? Well, that's the way it is with Weiser Locks.

Dealers like them because of the customer satisfaction which continues after every sale. Builders like them because they know that besides being easy

to install, Weiser Locks are going to deliver years of guaranteed trouble-free performance. And homeowners like them because of their beauty and rich appearance which add dollars to the value of their home.

Yes, everyone points with pride to Weiser Locks.

WEISER LOCKS

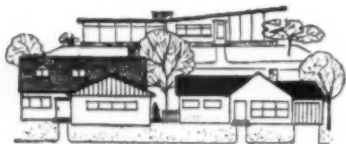
WEISER COMPANY • SOUTH GATE, CALIFORNIA





W R I G H T

RUBBER AND VINYL FLOORING helps reduce 4 o'clock drag!



When there's work to be done, and mother's "done in", children can grate on nerves. But you can come to the rescue—by installing WRIGHT flooring. Completely comfortable underfoot... wonderfully sound-softening, WRIGHT flooring helps reduce 4 o'clock "drag" in any home. And WRIGHT's striking colors and rich-looking patterns have instant appeal for homemakers. WRIGHT is the perfect choice in flooring for every home. Consider it for your next project.

W R I G H T MANUFACTURING COMPANY • A Div. of Mastic Tile Corporation of America
Houston, Tex. • Joliet, Ill. • Long Beach, Calif. • Newburgh, N. Y.

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TODAY

WRIGHT MANUFACTURING CO., DEPT. WS-2, BOX 986, Newburgh, New York

Please send me free samples and full information on WRIGHT Rubber and Vinyl Tile Flooring.

NAME..... ADDRESS..... CITY..... ZONE..... STATE.....





The big story

Prefab is finding its place

✓ . . . IN THE COMMUNITY

Factory-built houses go on individual lots as well as into developments, and are accepted by the neighbors on their merits. The Yetter model on the cover finds a welcome place next to conventional house in Savannah.

✓ . . . IN CONSTRUCTION

Factory brand-names, especially with the PHMI label, now mean consistent quality and reasonable price assured by plant efficiency and open competition. But the economies of prefabrication *in the broader sense* are available to *all* builders through precutting in their own shed or in the lumber yard (see p. 90); through catalogue components (p. 96); and custom prefabrication (p. 88). *All* builders can increase their freedom from weather and skilled-labor tieups, as well as their day-to-day savings on waste materials and labor time on on-site construction.

✓ . . . IN FINANCE

Although we still hear of local money men who, for reasons of their own, won't lend for prefabs, the broad picture is reversing: now large lending organizations like the dependable quality of factory-builts, especially since code restrictions have been generally overcome. And at least nine prefab manufacturers have their own acceptance programs.

✓ . . . IN CUSTOM AND LUXURY BUILDING

Here's a paradox: the old notion of prefab was the tract cookie-cutter. But it is becoming clear that the prefab panel is the best basis for the custom job. There's no limit to luxury or individuality, but a sharp reduction in waste of one-shot planning, cutting and building (p. 87).

Prefab's place is all over the building map: in factory and on trailer, in custom developments, in component plants and lumber yards.



1 FULL-FACORY PACKAGE

ARRIVING IN THREE 8'x40' sections, each on low-slung tow carriage, Scholz Belle-Aire \$7,500 line (plus lot and \$500 site assembly) has operating plumbing, heating and electrical, paint and carpeting.

The big point for 1957: use what "prefab"

Prefab manufacturers quite properly point to the automobile as the ideal of efficient production and reduced cost. Picture 1 (above) shows that ideal being carried over into housing: the nearly-complete factory product loaded for delivery.

But American Builder sees prefabrication as a broader movement than the packaged house, just as a house is technically and spiritually a more complicated thing than a car. House builders will

certainly need to use some factory method to improve quality and keep costs down; this spread shows some current techniques. Besides the well-known advantages of a builder-dealership with a brand-line, either standard (1) or custom (2), there are the independent buying of components (3) and the use of lumber yards to pre-cut members (4).

The future of the package-shipped house is assured. As Conrad "Pat" Harness, new Executive

3 STOCK COMPONENTS

TRUSSES, WARDROBE CABINETS and partition lumber have long been manufactured locally (as below), delivered to Ross North Palm Beach plot by H-Brace, Inc. (see p. 97).





2 CUSTOM FABRICATION

HOME BUYER helps work out custom plan, details and orientation. Modular dealer A. J. Erickson points to optional screened porch at 55-lot Downers Grove, Ill., subdivision (see p. 88).

any builder can has to offer today

v.p. of PHMI wrote for this issue, "This team of manufacturer and local franchised builder-dealer works together on land acquisition, construction financing, community facilities, take-out financing, VA and FHA problems." And member firms can respond alertly to new opportunities, like Knox and National with the Capehart military housing program, and Page & Hill, with 1,000 units to virgin territory of the Minnesota taconite mines.

But the benefits of industrial planning, large buying and efficient use of machines and labor are not limited to factory packages. "Many PHMI members also produce and sell components to builders," Harness also wrote; and the lumber dealer is selling Lu-Re-Co components, and some even deal in factory packages. Whatever will be, one thing is sure: the builder who tries to get along without some form of prefab has a dim future.

These builders like the prefab package ►

4 PRE-CUT TO PLAN

LUMBER DEALERS are adapting operations to impact of prefabrication as Lu-Re-Co dealers and panel makers, and as pre-cutters of all lumber for on-site assembly (O'Neill Lumber Co., L.A., see p. 90).



These builders like what "the

▼ Boston: "a complete model home in a week"



DECKED OUT for Christmas 1956, Sudbury 48'x24' Coronados with 1,176 sq. ft., 4 bedrooms, 2 baths, 2-car garages, sell for \$18,400 on ¾ acre lot. Dunnan will drop subdivisions as prefabs "lend themselves perfectly to scattered lot building."

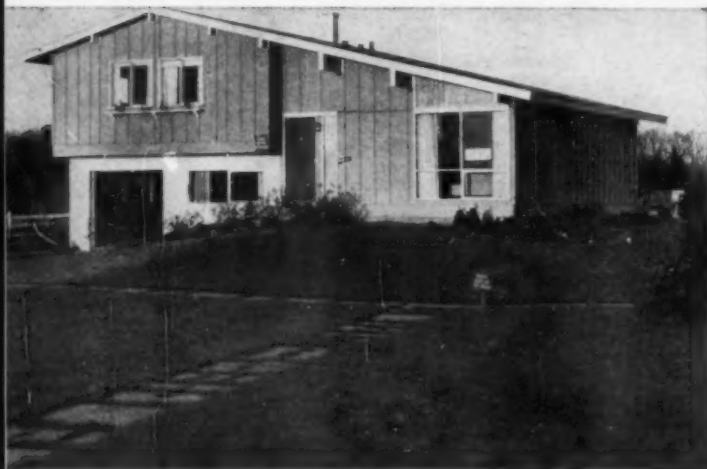


John Dunnan, head of Town & Country Homes, Boston, was aware that "prefab" needed hard promotion in New England when he became a U. S. Steel Homes dealer in

1953. At first he built 2-bedroom jobs on bare 75' lots, at \$9,900, but now he does prefab proud with landscaping, angling, and varied set-backs for his 4-bedroom, 2-bath Coronados, \$15,500.

He bounced out of a tough spot last spring when he found himself committed by national and local advertising to open May 6, but without a model because of zoning difficulties. He bought a new plot April 25, got shipment April 30, had a completely furnished landscaped home to show to large crowds on schedule.

▼ Syracuse: N. Y. C. firm goes mobile



WHERE'S THE GLASS? End wall of Scholz California Contemporary was modified at factory to bow to cold-weather-conscious Syracuse home buyers. Bayberry welcomed ability to enclose homes faster, important in shorter building season.

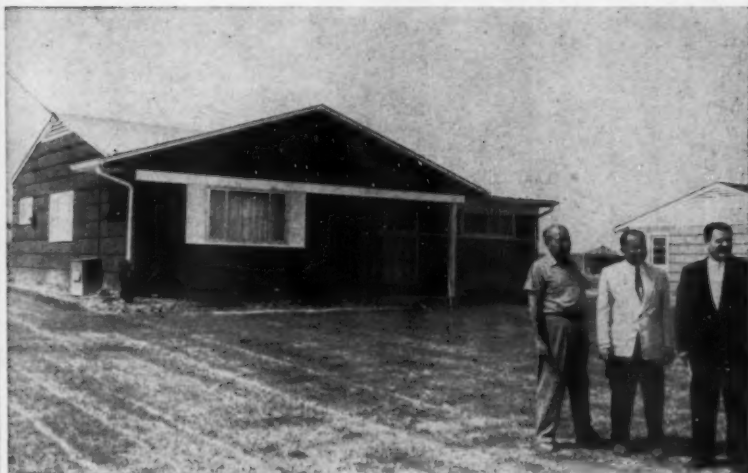


Successful in the New York City area with conventional houses, Bayberry's Dr. Howard Berman (l) and Jack Prisamt decided to study prefab possibilities before "going

mobile." They chose Scholz for their first "out-of-town" operation, a 1,200 home community in Syracuse. Flexibility met local demands well, and Bayberry plans future work in Rochester, Washington, D. C., and Philadelphia, "with prefab when feasible." Dr. Berman says the smaller builder will soon find prefab the only answer to increasing problems; but he is still weighing prefabs for big builders. He will continue with both conventional and prefab to let buying public and basic economics decide.

standard package" does for them

Cleveland: "less working capital"



BUILT AND SOLD FAST is the story of the Brunswick development in Cleveland. R. A. Gall (c), builder-developer, works closely with his general superintendent, Joe Berky (l), and Sparky DiBenedetto, account executive for Expan Homes, Inc.

"Prefabs go up faster and require less working capital—the perfect combination for a fast-moving sales organization," says R. A. Gall, Cleveland realtor-builder, whose 62 salesmen turn over a half-million in new and old homes per week. A conventional on-site builder till late 1955, Gall checked the prefab picture for design, material, construction and consumer acceptance, in order to accelerate turnover. He chose the 3-bedroom package by local Expan Homes, Inc., with truss-roof construction, for his 85-home Brunswick development, priced at \$12,900-\$15,350 on half-acre lots, slab or basement. He will continue with Expan for under \$20,000, and conventional \$25-30,000.

Gall predicts: "In ten years all housing will probably move to prefab to parallel the automotive industry for mass production, low cost and commercial design."

St. Louis: consistent quality and costs

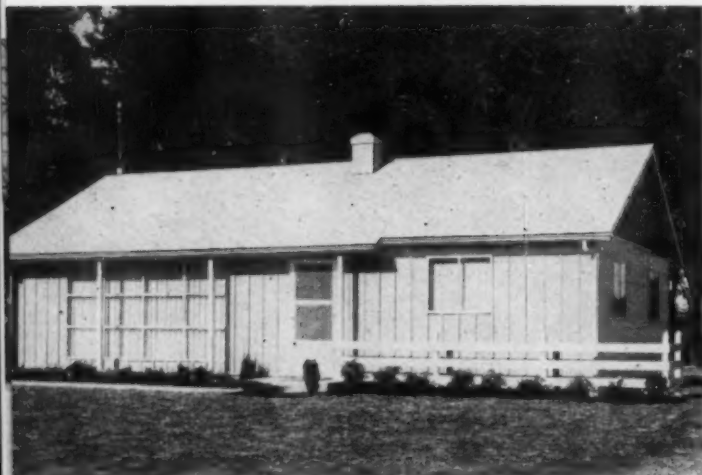


ATTRACTIVE Eugene Field 29-home subdivision of Wilson Homes in St. Louis has concrete streets and 56' frontage. Unbroken gabled roof extends over carport, located off kitchen. Two-foot overhang makes roof look low. Delivery was geared to sales.



Twenty-five years ago a St. Louis real estate firm tried building houses and soured fast because it could not hit firm costs and quality. In 1954 Ancel Skaggs (l), president of Archshoefer-Skaggs, tried again. He bought a Wilson Package home on display at the Bildor Home Show, erected it, sold it fast. Last year the firm sold a 29-home subdivision within city limits, choosing the Wilson model 1703, a six-room ranch with full basement and carport, at \$14,500 with air conditioning. With factory production geared to the rate of sales so not much capital is tied up while awaiting buyers, Skaggs has found the incentive to stay in building—if he can find the land. Individual lots may be the answer.

Greenfield, Ind.: a convert in a weekend



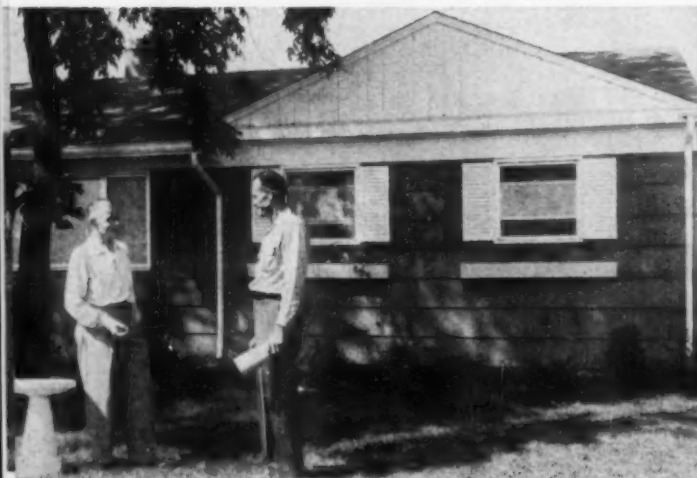
BATH AND A HALF, three bedroom 1,002 sq. ft. Highlander was offered in four exterior styles in Mrs. Sheehan's subdivision. General Homes shipped in Facsimile Furniture, specially designed for model-house display. All purchasers were Greenfield residents.



After help from General Homes in financing, erecting, furnishing, promoting and selling her first prefab plan, Mrs. Jeanette Wales Sheehan got final proof she was on the right track when she got orders last Dec. 1 and 2 for all 23 houses planned. Mrs. Sheehan, a native of Greenfield (pop. 8,750), had been building conventionals, \$13-18,000, for ten years.

Last October she attended a dealer meeting, heard President W. B. F. Hall promise to deliver lender's commitments for VA 2 per cent down 30-year loans for local work, purchased land, got delivery of a Highlander Nov. 15, got the pre-finished, pre-wired (65 outlets), pre-plumbed house set up by crane in four hours, sold out at \$13,075.

Indianapolis: "conventional throughout"



LOW PRICE, made possible by accurate cost control, helped Albert Gerth (r) and C. J. Hammant sell out their subdivision of C-010 model Inland Homcs. Varied elevations and conventional features insured customer acceptance with little promotion.

At \$300 under CRV, Albert Gerth and C. J. Hammant sold and completed 25 Inland 960 sq. ft. packages in nine months, with only a continuous 3-line newspaper ad. The price was \$11,950. Gerth said the firm liked the packages because they are conventional throughout, with a wide variation in exterior elevations and realistic and liveable floor plans. Finished carpentry costs were extremely low, and costly re-inspections were eliminated by the factory assembly of quality materials.

Cement work, plumbing, wiring, dry-wall and heating were done on set contract costs by sub-contractors. The partners also liked the assistance they got from the local Inland Homes representative in financing the project, and they also benefited from his experience with VA contact and paper work. Inland has passed along factory cost reductions to dealers.

Minneapolis: "business-like approach"



WOODED TRACT of well-contoured rolling land, convenient to Twin Cities, is being developed by Maple organization with 85 Page & Hill units. Shown is 40'x24' model, with two fireplaces and built-in garage, sold for \$13,500 with land.

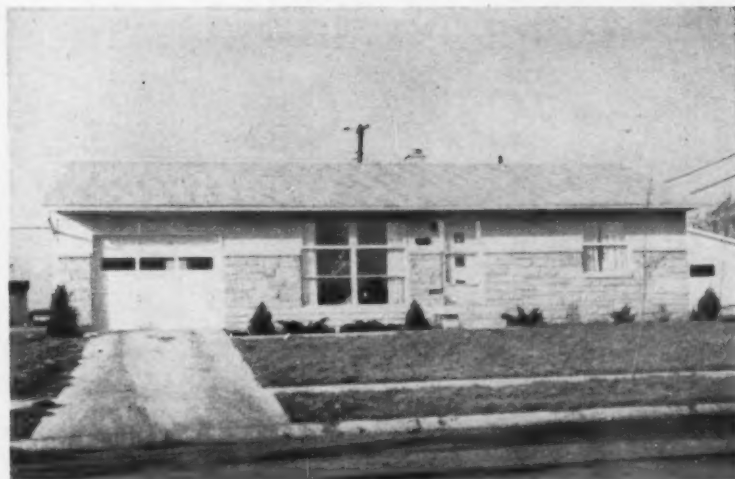


"Time is a builder's most valuable item," says Thomas S. Maple (1). "When we started building there were so many variables it was impossible to pin down our outlays . . . With prefab's business-like approach, our planning is simple and there are no time delays."

Maple and sons William (1) and Tom Jr. presold 36 Page & Hill units last year in 85-house

Acorn Ridge plan, part of rapidly growing Twin Cities suburbia. They start the 69 Minnetonka Countryside plan soon.

Brownsburg, Ind.: "styling and popular appeal"



COMPACT, FRESH-LOOKING model is in section of 56 Place homes now being completed in the Gray brothers' Prairie Village development near Indianapolis. Tested features are stone facing, integrated garage, central location of entry.



Now completing their third big development of Place homes since 1953, brothers Don (top) and Jim Gray like the quality styling of the products, the engineering leadership they get from the manufacturer and from the newly formed Place Dealer Council (Jim is a charter member), which advises factory and member firms on mutual problems in finance, merchandising, and

construction. The Grays don't forget the importance of location: their Prairie Village is 20 minutes from Indianapolis.

These builders like what they

▼ **Baltimore: "I demand and get 25% down for tailored houses**



AS CLOSE AS HE'LL GO to a factory package, G. Waugh Dunning adapts this American Houses split level to rolling land in 102-unit middle-income Coventry site.

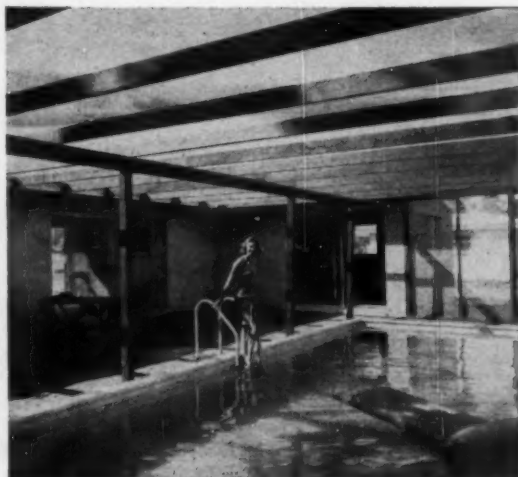


ADD 12' AND CHANGE PLAN to side-entrance double garage. Dunning buys standard models, rearranges panels, windows and rooms freely with truss construction.

▼ **Here's how Fairhill, Florida Builders and Techbuilt models get**



YOUNG MAN WITH IDEAS in George Nickey, Fairhill dealer in Memphis. Diagonal paneling and brick floor at entrance lead to a houseful of custom touches.



SCREENED-IN PATIO-POOL, formerly a luxury, was made a standard model by Florida Builders Inc., St. Petersburg, with 3-bedroom house and lot at \$15,400.

can do to the "standard package"

and plots"—Dunning



DUNNING SAYS:
"I added a cantilevered back porch on speculation, with 2x8's set in 6' tied to every other joist, and used hillsides and corners to vary garages. Technical men are my major customers."

"the treatment"



SIMPLICITY of design leaves much freedom for imagination in detail, says Carroll Cavanaugh, Tech-builder of Norwalk, Conn. Living room of Grey house uses rough textures in brick, cork pattern floor and open woodwork.

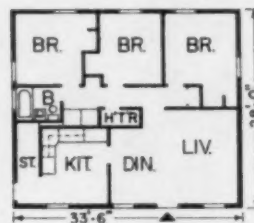
Here are "standard packages"

Although the percentage of prefabs that were VA-guaranteed stayed last year at 55 per cent (while total prefab sales dropped 25 per cent to 70,000), a notable trend was the industry's turn to larger models to help capture the middle-income conventional mortgage market. The higher ticket is the key to 1957, even though National (below) and Scholz (p. 72) are out with \$7,500 packages, and there are several low-income developments like W. G. Best's 350-house project in Rockford,

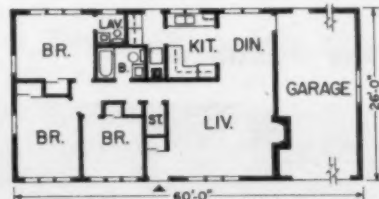
Ill.—\$9,700, \$65 payments.

Another trend is to increased flexibility, in both builder and dealer. (A Precision Homes dealer, the Whitestown Realty Corp., Indiana, put up over half a dozen models with many variations in one project.) Some prefabbers sold more parts, less package. (Yetter sells "that part of the house that the builder has the toughest time controlling.")

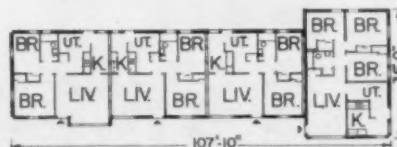
Also growing: use of prefab techniques for churches, schools, dormitories, motels.



DELRAY, most highly prefabricated model by National, goes up fast, has 926 sq. ft.

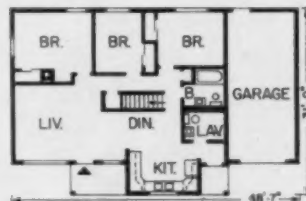


OLYMPIC 102, by Farwest, has hooded overhang, 1,031 sq. ft. without garage.

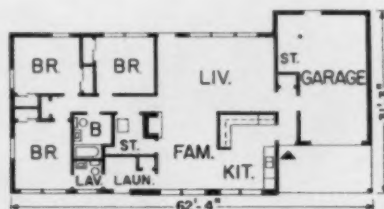


DORMITORY by U. S. Steel for Kenyon College at Gambier, Ohio, has four suites.

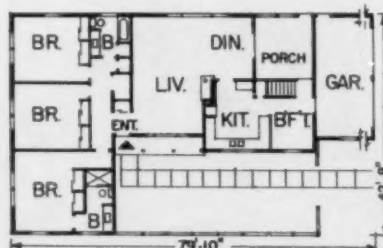
you can buy and build in 1957



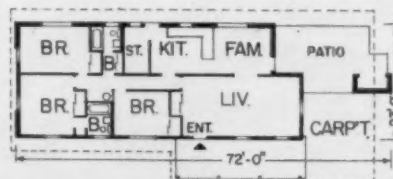
CLOVER by Harnischfeger is L-plan with basement, 1½ or 2 baths, varied siding.



FLEETWOOD by Universal has vestibule opening on kitchen, garage, living room.



PLAN No. 10, L-shape ranch by Pease has 1,874 sq. ft. excluding garage, basement.

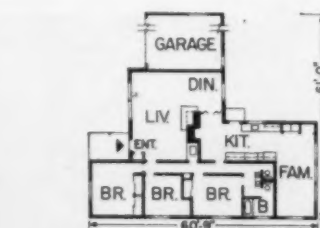
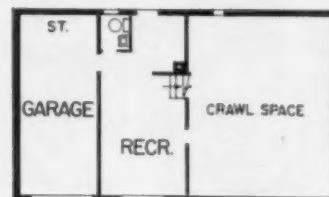
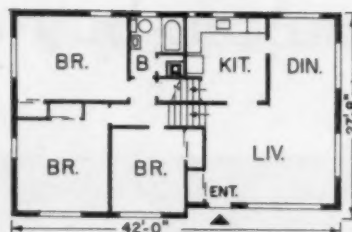


RIVIERA by Yetter stresses space, baths and outdoor facilities in carport-patio.

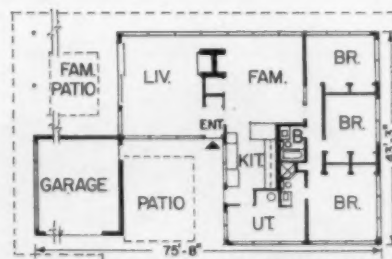
Standard packages for 1957 continued



STANDARD SPLIT by Presidential has handy but secluded kitchen.



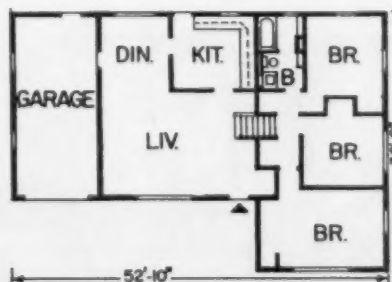
MERCERWOOD by Virginia Lee has 1,800 sq. ft., was produced from custom drawing.

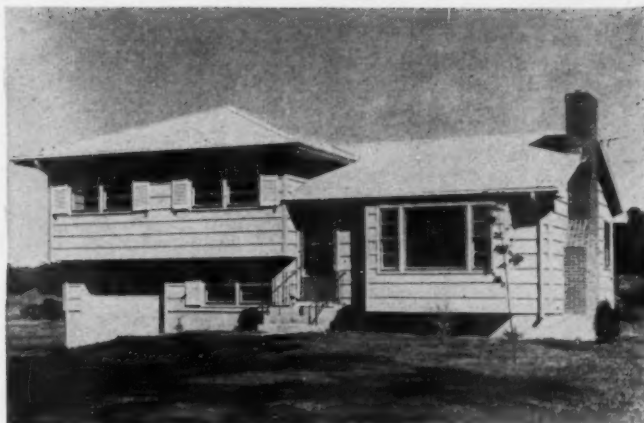


MONTERREY by Modular has two integrated patios, much glass, two-way fireplace.

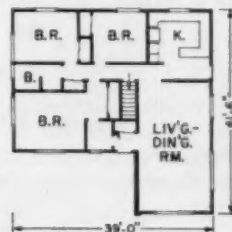
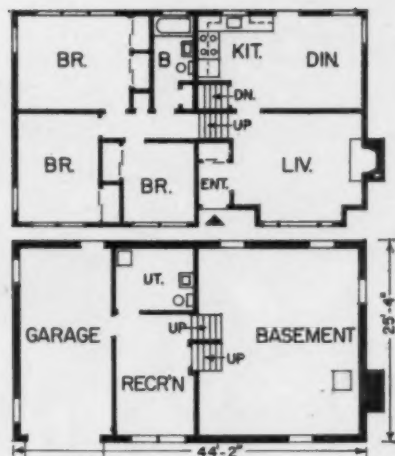


TRI-LEVEL by Douglas is designed for level land, features color styling.

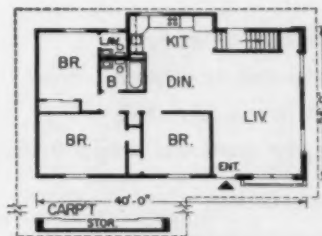




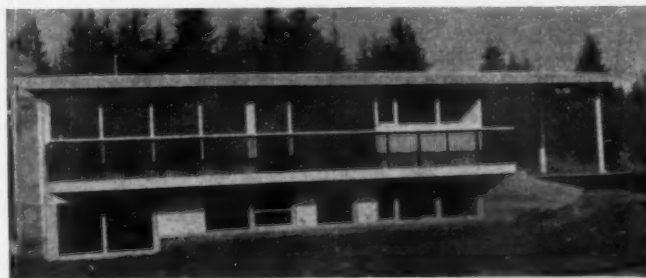
SPLIT by Hodgson sets off dining area from living room, adds basement.



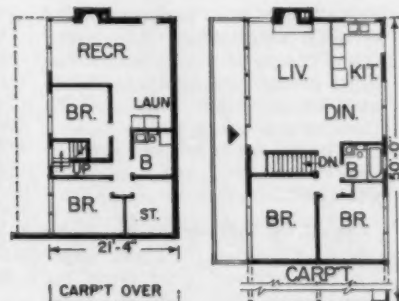
MODEL 528B by Admiral has 3-in-12 pitch, 1,260 sq. ft., five floor plans.



GLENHAVEN is Wilson's first Contemporary, completely air-conditioned \$14-15,000.



DRIFTWOOD by Loctwall, with four bedrooms, \$12,950 plus lot.





Two main elements, living and sleeping areas, are shown in scale model in one of many possible relations.

PREFAB'S PLACE: IN UP-TO-DATE DESIGN

How Modern Homes makes layouts flexible . . .

This "match-the-areas" system called Modern Flex was worked out by Minoru Yamasaki to allow various combinations of living and bedroom sections. Three living-dining-kitchen plans are 624,

728 and 784 sq. ft., and can be fitted to similar sized bedroom templates (next page). The first program provides full basements for living units. Roof pitch is 3/12. Price is \$16,000 and up.

PREFAB CATALOGS . . . Yours for the asking

Detailed prefab information from 46 firms. Use the reply card on page 156.

CALIFORNIA

Seven Homes for '57 illustrated and described in a 16-page color catalog. Workmon-Rhodes produces the pre-engineered frame and accessories of these modern-design ranch-style homes. Most are in the 900-to-1,100 sq. foot size classification. The pre-cut package offered on each home design includes all frame components, plus accessories listed in the catalog. From Workmon-Rhodes, Dept. AB, 4263 N. Cedar Ave., Fresno, Calif.

Circle No. 2001 on reply card, p. 156

CONNECTICUT

"Homes" by Fabricators, Inc. is the title of a ten-page brochure showing exteriors and floor plans for eight houses, both slab and base-

ment construction. Prices for these three- and four-bedroom models range from \$13,000 to \$20,000. Complete information on the basic package plus optional features. From Fabricators, Inc., Div. of P. William Nathan Enterprises, Inc., Dept. AB, 132 Water St., So. Norwalk, Conn.

Circle No. 2002 on reply card, p. 156

FLORIDA

The Patio Pool Home is one of the many models illustrated in Portfolio of Florida Homes. This two bedroom house featuring a completely screened patio with a swimming pool is priced at \$12,950. Information on other two bedroom models as well as floor plans and exterior photos included. From Florida Builders, Inc., Dept. AB, 700 43rd St. South, St. Petersburg, Fla.

Circle No. 2003 on reply card, p. 156

GEORGIA

Indoor-Outdoor Transition to patio or terrace is planned into the latest

model by Yetter Homes, Inc. Descriptive literature on this "Edisto" series is now available. These larger homes offer an excellent value in a four bedroom, two bath house which can assure both comfort and hospitality. Photos and floor plans included in information. From Yetter Homes, Inc., Dept. AB, P. O. Box 505, Savannah, Ga.

Circle No. 2004 on reply card, p. 156

ILLINOIS

Best Homes offers information on its 1957 line. Five basic plan ideas are given and to each basic plan can be added alternates for extension of either or both bedrooms, the living room or the garage. These plans are for either basement or slab construction. Such features as variation in roof lines add to the flexibility of design. More information from W. G. Best Homes Co., Dept. AB, Effingham, Ill.

Circle No. 2005 on reply card, p. 156

Custom-Crafted Homes for beauty and liveability are described in a



... by arranging "area modules" to suit buyer

catalog by Douglas Homes. Rounding out a line of homes in every price range are two new models for 1957, the Tri-level house for level land, and the Royal, a ranch house deluxe. Information is given on specifications for both. Also includes exterior pictures and floor plans. Douglas Homes Co., Dept. AB, 1830 Grand Ave., Springfield, Ill.

Circle No. 2006 on reply card, p. 156

Tri-level three-bedroom home, just introduced is featured in literature from Thuro Bilt Homes. This model has a 1,510 sq. ft. living room plus a spacious family room. Brochures available on their complete line of two-, three- and four-bedroom homes including interior and exterior pictures and floor plans. Thuro Bilt Homes, Dept. AB, Fairbury, Ill.

Circle No. 2007 on reply card, p. 156

INDIANA

Three Big Factors of prefabs: quality, variety, and dependability are discussed in literature available from New Century Homes. Mate-

rial selects 30 floor plans from over 200 available plans for two- three- and four-bedroom homes. Also illustrates several outstanding exterior designs in traditional and contemporary styling. From New Century Homes, Inc., Dept. AB, Box 825, Lafayette, Ind.

Circle No. 2008 on reply card, p. 156

Gracious Living is the keynote of the Scotsman model by General Homes. An eight-page colorful brochure describes this spacious three-bedroom home. Material includes the 901 sq. ft. floor plan which features a unique center hall that provides convenient flow of traffic to all rooms, and contains both interior and exterior pictures. General Homes, Dept. AB, Fort Wayne, Ind.

Circle No. 2009 on reply card, p. 156

Today's Homes and those for the future are described and illustrated in National Home's 1957 literature. One of their latest models is a \$7,500 home which can be built from foundation to finish in four and a half days. Includes 50 basic models with specifications and plans. Price range from \$6,000 to \$40,000. Na-

tional Homes Corp., Dept. AB, Lafayette, Ind.

Circle No. 2010 on reply card, p. 156

Sweeping Array of models presented in a full color eight-page brochure from Place Homes, Inc. Interiors shown feature classic luxury, and exteriors give individualized color styling. Floor plans given include two, three or four bedrooms; single baths, bath and a half or two full baths designed for every taste and every budget. Place Homes, Inc., Dept. AB, 1212 S. Walnut St., South Bend 21, Ind.

Circle No. 2011 on reply card, p. 156

Precision Homes has literature available on professionally planned homes for 1957. Models come with three or four bedrooms, conventional or contemporary design, all featuring one and a half baths and perimeter heating. Seven different floor plans are available with over 50 different elevations. Also adaptable exteriors. Precision Homes, Div. of Acme Building Materials, Inc., Dept. AB, 5235 Winthrop Ave., Indianapolis, Ind.

Circle No. 2012 on reply card, p. 156



MONTICELLO is the patrician of Scholz' new Colonial series—a bold flight to spreadeagle the field by the sales

leader in contemporary design. It is a 1½ story, ranch plan with colonial details. Price \$35-\$50,000.

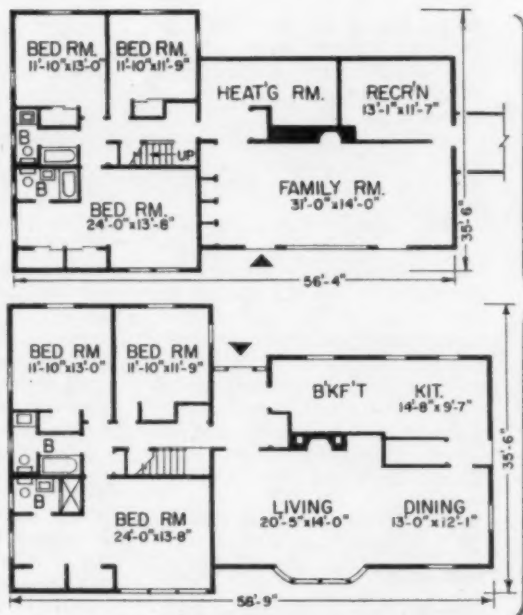
PREFAB'S PLACE: IN THE LUXURY LINE

Here's how big and beautiful

Prefabbers prove they deserve to be leaders by taking chances and ignoring old theories. Remember when prefab meant either a fixed package or a rigid multiple of a 3' or 4' module? Now sheer experience shows there's no limit to where prefab can go.

Here are three ways the big outfits go out-size. Above is several truckloads worth of a new "standard package." Theory by Don Scholz: if you make it beautiful enough, they'll buy it as is. Above right is Jim Price's new 5,200 sq. ft. home in Lafayette, Ind. Theory by architect Charles Goodman: meet living requirements of a specific family by building on a chassis of standardized mass-produced parts, with exterior and interior wall and ceiling and roof panels structurally the same as in all Nationals. Lower right is a blow-up of American Houses' President model. Theory: start with what you have, visualize and concretize what you need (also see pp. 78-79).

A theory for the future: is on-site waste any more excusable in a custom job, where there's more house and therefore more waste? As prefab factory systems get refined to meet custom orders, prefab will take one-shots in stride, save thousands instead of hundreds per house.



FULL SIZE, fully finished basement adds three bedrooms to the five in upper stories of standard President.



PREFAB SHOWPLACE is National Homes president James Price's new residence. Clear-finished cypress and

lime-coated oversize brick cover standard exterior panels. Plan is a T, with parents', children's and family area.

you can build with packaged parts



REAR ELEVATION of American Houses' President by builder Bill James, head of new HBA of Coastal South

Carolina, for Jack Wellman, Johnsonville wool executive. James handles complete building-finance job.

FEBRUARY 1957

A customer-tailored development ►



KEEP A DISPLAY HOUSE open 365 days a year, says A. J. Erickson. Here in 1956 furnished model he points out to sales manager W. H. Morse the porch and barbecue he will feature in his 1957 Modular display house.



PREFAB'S PLACE: IN CUSTOM DESIGN

Here's how you can have

Since the customer joins in the planning, no two homes are alike in A. J. Erickson's Shady Lane development of Modular Homes in Downers Grove, Ill. Twenty-four contemporaries have been pre-sold and completed in the 55-lot \$22,500-45,000 project on an old nursery.

Owners can change exteriors, window and door arrangements up to five days before delivery. The extreme flexibility of the Modular post-and-beam panel system makes such custom design possible, says Erickson, who has built hundreds of homes in 25 years of activity in northern Illinois.

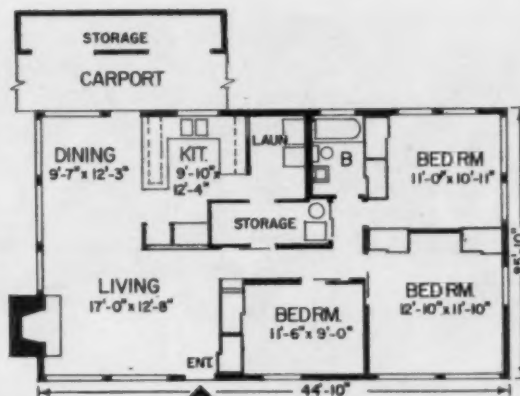
▼ The Customers helped design these houses



OPEN PLANNING, glass wall and slant ceilings are contemporary elements in dining room in home bought by C. L. Folden, product designer for Sears Roebuck, because he could design it for his own requirements.



FLUSH BIRCH KITCHEN with GE colored built-ins is focal point of 3-bedroom redwood home purchased by Harold H. Helman, architect. The desk bar seats seven for informal dining.



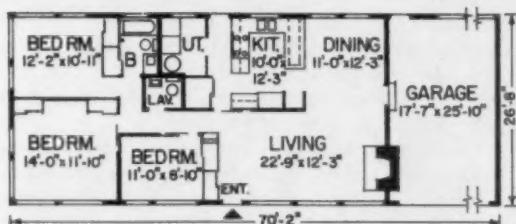
REDWOOD AND MASONRY 3-bedroom contemporary was first Shady Lane display model. Four-man crew had it ready in 31 working days. It was sold in first hour it was open, to a designer of office furnishings.

"custom packages" made to order

Land planning is an important first contribution by the manufacturer to custom appearance. Two layouts are often made on a piece of land, G. W. Mefferd, Modular vice president, reports. Engineers try to minimize grading and other development costs; architects working independently, are

concerned with contours and appearance. Final layout emerges from a comparison. "Cutting up a piece of land is like cutting a diamond," says Mefferd. "There is one best way to do it, and it is worth searching for. And like a diamond, once it is cut it is cut."

The Builder designed this house



PLAN of display house also shows layout of kitchen at left. Note open living area, compact placing of two sets of bath plumbing, laundry and utility piping, available to kitchen and rear entrance.



CURRENT DISPLAY HOUSE has attached two-car garage to give appearance of modern ranch, one of Erickson's techniques of varying elevations to provide individuality of design. Masonry is retained as luxury feature.



1 **PRECUT PIECES** are stored in the yard. Packages are made up on the dolly, steel strapped together, and

loaded for delivery. There are three such "assembly lines"; house is delivered in three successive packages.

PREFAB'S PLACE: PRECUTTING

How a lumber dealer "custom

For the moderate volume builder, pre-cut packages should offer the maximum in economy.

Starting with this idea, Dave Wight, owner of the O'Neill Lumber Co. of San Carlos, Cal., has built up a booming "prefab" operation in conjunction with his lumber business. He cuts all framing lumber, sequence loads it, and delivers it to the site in three stages at the precise moment it's needed.

Wight's operation is best termed a "semi-custom" one. He will pre-cut any plan, but the builder must buy at least ten of the packages. Less than that, Wight says, makes for inefficiency in the precutting operation itself, and in the actual building, since a crew must build at least one house before the package is perfectly made up, and before they are thoroughly familiar with it.

But wouldn't the builder be better off setting up his own precutting operation? No, says Wight, and his builder-customers agree. The lumber dealer is constantly buying lumber, is thus in a position to take advantage of market fluctuations. He has more capital available to grab bargains, and the space to store big quantities of lumber. He can use lower

grades of lumber by judicious cutting. He can save and use short lengths that the builder would throw out. He can afford to buy expensive and highly efficient machinery, and he can keep first-class mill-workers busy full time.

All of these items add up to a direct saving of something like \$150 a house over the builder who does his own precutting, and there are secondary economies just as important. For the same number of starts, the builder is operating with a much smaller payroll. He does not have capital tied up in equipment that he can't keep running eight hours a day. And perhaps most important, his costs are more firmly stabilized beforehand, easier to control during building.

This is not the system best suited for one-of-a-kind custom building; standard panels will do that job better and cheaper. But where ten or more units are involved, Wight believes, pre-cut packages have the advantage. A good site crew can assemble the house as fast as a factory crew, and transportation and handling costs are lower for the lumber bundles than for the bulkier panels.



2 **FORK LIFT** loads a package on truck. Packages are made up ahead of time, so builder gets deliveries at just the right time. Bundles can be dumped off, while panels would require careful, hence costly, handling.



3 **SPLIT-RING TRUSS** is assembled at the site. All members are precut, so that the building crew does no measuring or cutting, can't make mistakes. A simple jig is all that's necessary for accurate assembly.

keeps up with the package" idea for builders



4 **FRAMING THE HOUSE** becomes a quick, efficient job with precut pieces. Where site work is faster, like the trimming of the sub flooring, it is not done at the lumber yard, instead is left to the building crew.



5 **THIS FINISHED HOUSE** was built from an O'Neill package by Brown and Kauffmann of Palo Alto. They estimate precutting costs them \$50 extra per house, but saves them many times that in speed and efficiency.



LU-RE-CO WALL PANEL is built in demonstration. The 2x4 frame has already been assembled on the jig table, and the blanket-type insulation is going on. Jig is simply pieces of angle iron bolted to a plywood table.

PREFAB'S PLACE: COMPONENTS

Retail lumber to see

The preceding two pages showed how one lumber dealer is getting on the "prefab" bandwagon. The question: is he unique, or are other retail lumber dealers perking up their ears too?

The answer was given at December's NRLDA convention in Chicago, and it was "prefab" all the way. Almost the biggest drawing card in the show was a "components clinic," where dealers were shown components that ranged from Lu-Re-Co panels to modular kitchen appliances.

One theme was stressed by every contributor to the clinic: building is moving more and more off the site into the shop, and if you don't get with it now, you may wake up out of business some morning.

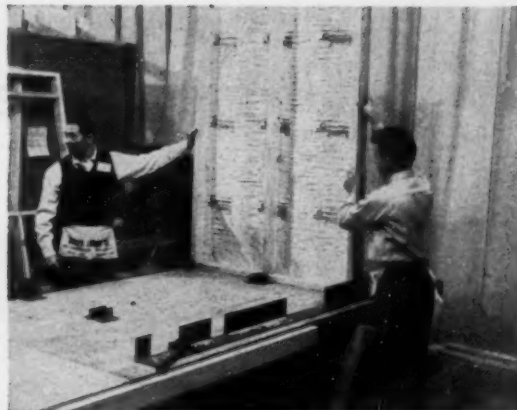
Will the lumber dealer go along? The Lumber Research Council's Ray Harrell thinks so. "In ten years," he said, "almost all lumbermen will be in the components business."

Another intriguing prospect: dealers are becoming increasingly interested in handling standard prefab packages; panels from the factory, items like sheetrock and plywood from the lumberyard.

PROFESSOR JAMES T. LENDRUM, head of the University of Illinois Small Homes Council, tells the NRLDA Components Clinic the techniques and advantages of the Lu-Re-Co components building system.

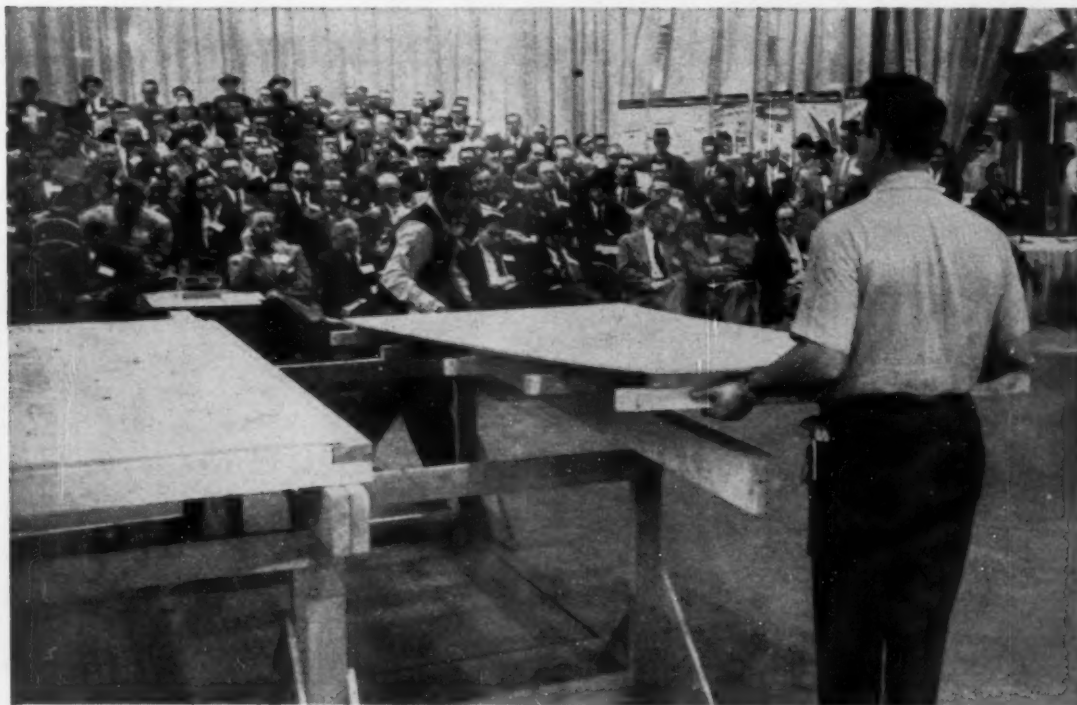


SHEATHING BOARD is stapled on over the insulation. Also used in the demonstration were air-powered, high-speed stapling guns. Any type of sheathing can be used; in this case it is a fiber-board insulating type.



FINISHED PANEL is lifted out of the jig. One important feature of the Lu-Re-Co system is the four-foot panel, easily handled by two men. A double 2x6 will serve as the top plate, eliminate the usual lintels over openings.

dealers are beginning "prefab" in their future



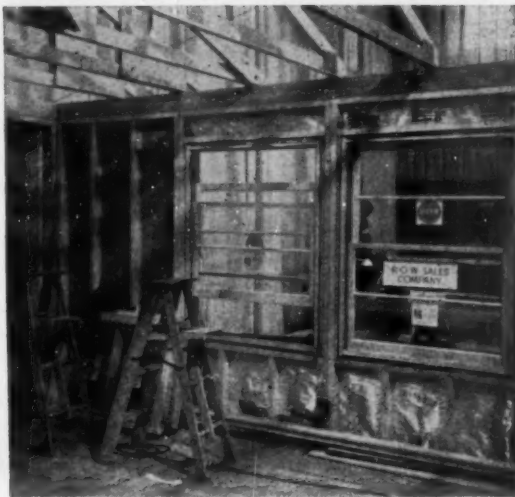
NEW LU-RE-CO FLOOR PANEL SYSTEM is shown. Joists are 2x4's which interlock with each other and are

supported by girders on four-foot centers. The clinic drew crowds like this every day of the convention.

Here are component parts

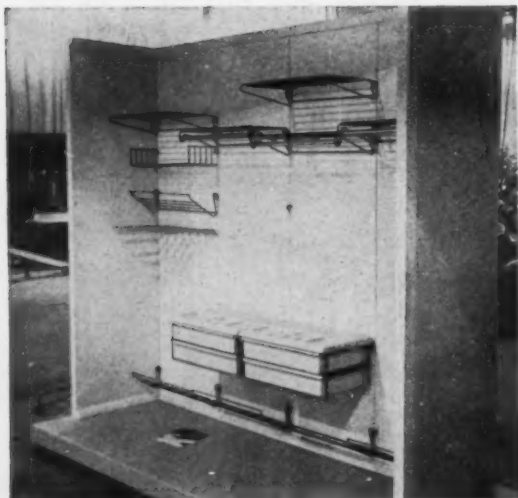


LU-RE-CO WINDOW PANEL is built as a demonstration, and has the window installed. Sheathing overlap is to cover the double 2x6 plate that runs around the house.

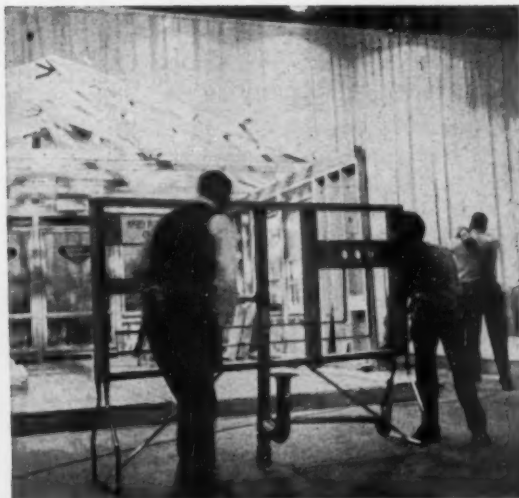


WINDOWS BUILT TO FIT modular wall panels are being made by an increasing number of manufacturers. Note that heavy plate eliminates need for window headers.

...and here are some they'll

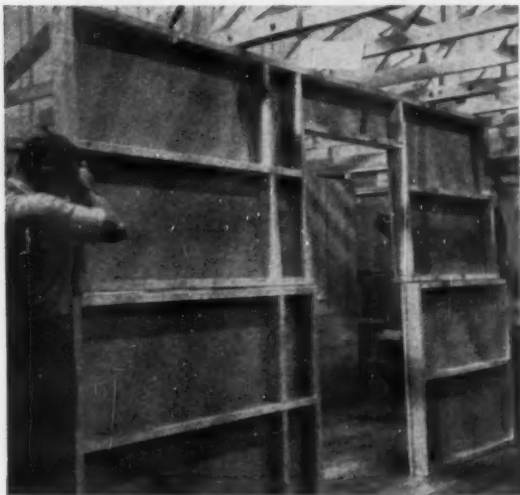


WALL SECTIONS especially adapted to closets are made of hardboard. They are held together with splines, which in turn support the various storage attachments shown.



PREFABBED PLUMBING WALL would be a big building economy. Principal problem is how to get it accepted by local building inspectors, and by plumbing unions.

some lumber dealers offer today...



INTERIOR WALL PANELS designed by Lu-Re-Co are set up. The drywall is pre-installed on one side of the panels which are four feet high, doubled up to reach ceiling.

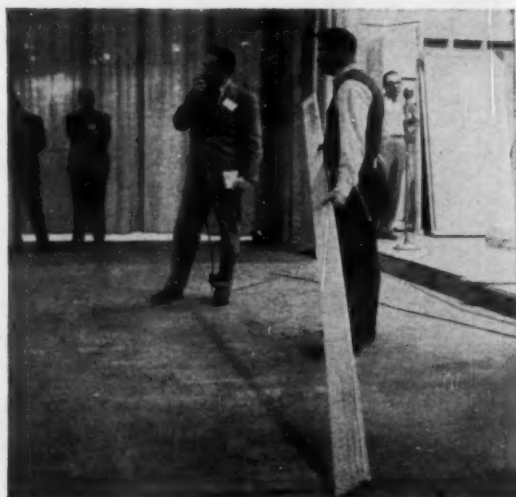


A PRE-HUNG DOOR is set up in the partition. It is merely pushed into place, shimmed, nailed tight, and then the pre-built trim is snapped into place, as shown here.

be selling tomorrow



MODULAR-SIZED KITCHEN APPLIANCES which also form part of a wall, as shown here, can be called components. Frame holds wall refrigerator, washer fits below.



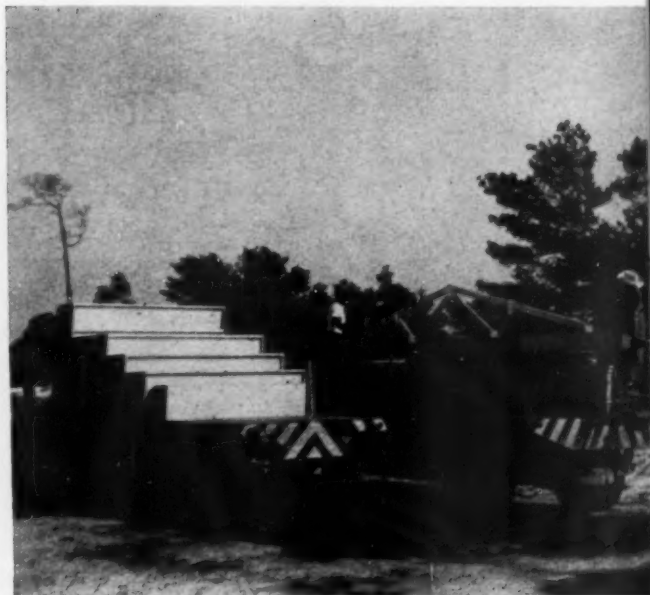
EVEN FLOORING IS FACTORY HANDLED as far as possible. This new type fits flush with no beveled edges; other types are finished, need only be nailed in place.

This millwork dealer specializes

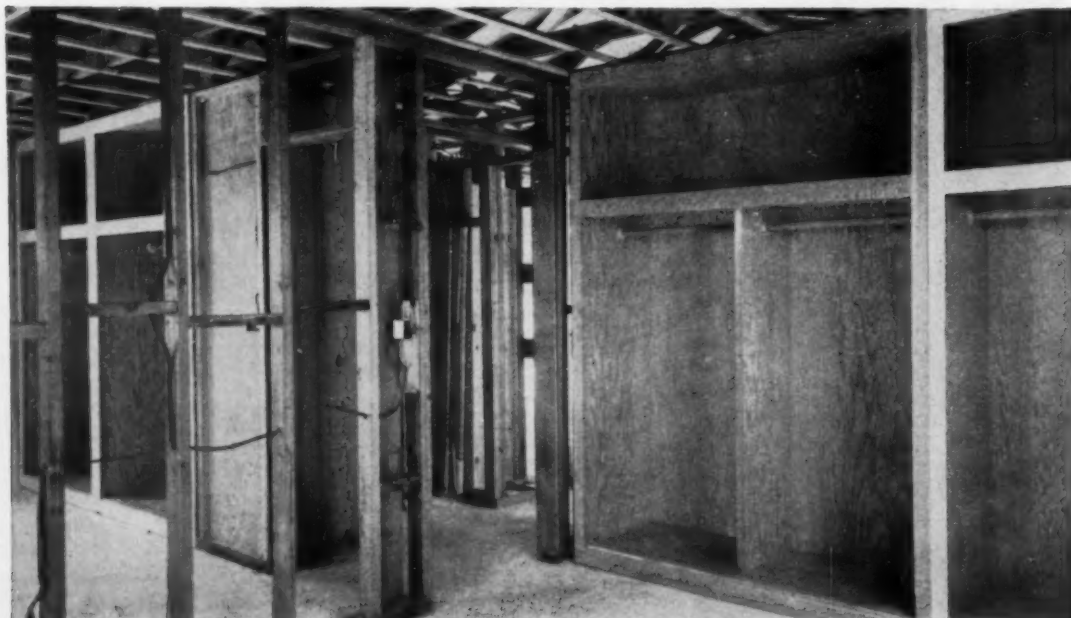
A fast triple play—millwork dealer to prefabricator to parts manufacturer—has landed this West Palm Beach, Fla., firm smack in the middle of a booming components business.

Flury and Crouch has been selling millwork since 1922. In the years following the war they smelled gold in the prefab business, went into a regular complete package operation in addition to selling lumber. Then, about five years ago, they decided that standardized components were a better bet, particularly in Florida where most houses are built with masonry walls, so they switched again.

The best known items they manufacture are regular and hip roof trusses, and pre-hung doors. The trusses are built with the H-Brace metal gusset manufactured by H-Brace, Inc., and sold nationally to other manufacturers of components and prefab houses. And in addition, under their own name, Flury and Crouch manufacture for local builders a complete line of free-standing wardrobes and closets, ranging in width from two to six feet, ready to set in place and paint. These are built so that the finished wall can be finished drywall or plaster. And finally, to complete the package, pre-cut studs are available for the other partitions.



TRUCKLOADS OF COMPONENTS are unloaded at the site. The one at right carries trusses and incidental lumber, the other one wardrobes of various sizes. Houses at right



INTERIOR PARTITION COMPONENTS are shown in place. Studs for the wall at left are pre-cut, assembled on site. Wardrobes range in size from two feet to six feet, in

price from \$35 to \$70, including doors and hardware. Ceiling height of house must be standardized for the partitions, which are non-load bearing with the truss roof.

in making component parts

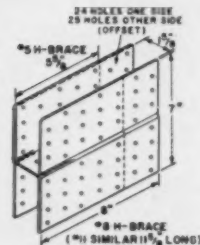


are built by the Ross Construction Company, who have put up 2,400 in the past six years, used Flury and Crouch's components for the last four, found them money-saving.



WHAT

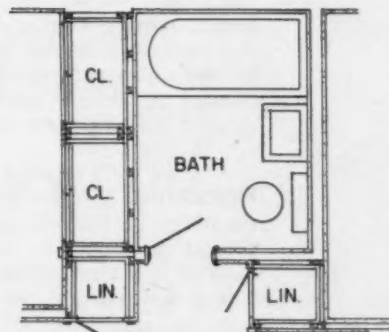
HOW



THE H-BRACE GUSSET is shown here used in a hip-roof truss, and at right in drawing. It provides its own nailing pattern, makes a motion-free joint, allows the trusses to be stacked.



TYPICAL PARTITION ARRANGEMENT is this bathroom-bedroom wall. Rear of the big wardrobe has furring strips on 16-inch centers so that drywall can be nailed to it.

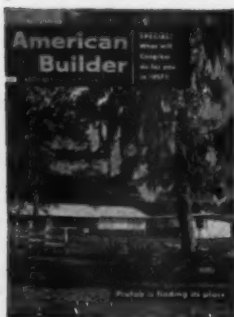


HOW

WHAT

FLOOR LAYOUT similar to the setup at left shows how the closet units are arranged. The little closets could be turned to open out in two other directions if needed.

Prefab is finding its place: a summary



What "prefab" means to builders in '57

IT MEANS A BETTER WAY OF BUILDING. Prefab houses used to be considered freaks, acceptable for only the cheapest markets. Today builders, buyers, bankers and bureaucrats are recognizing that prefabrication is nothing more or less than industrial progress catching up with the home-building industry. Prefabricators have modified their styles and systems to the demands of buyers, builders and officials; while at the same time conventional builders are borrowing the "parts, not pieces," idea from the prefabbers. The result is a complete range of "prefab" techniques, at least one of which should find a place in every builder's operation.

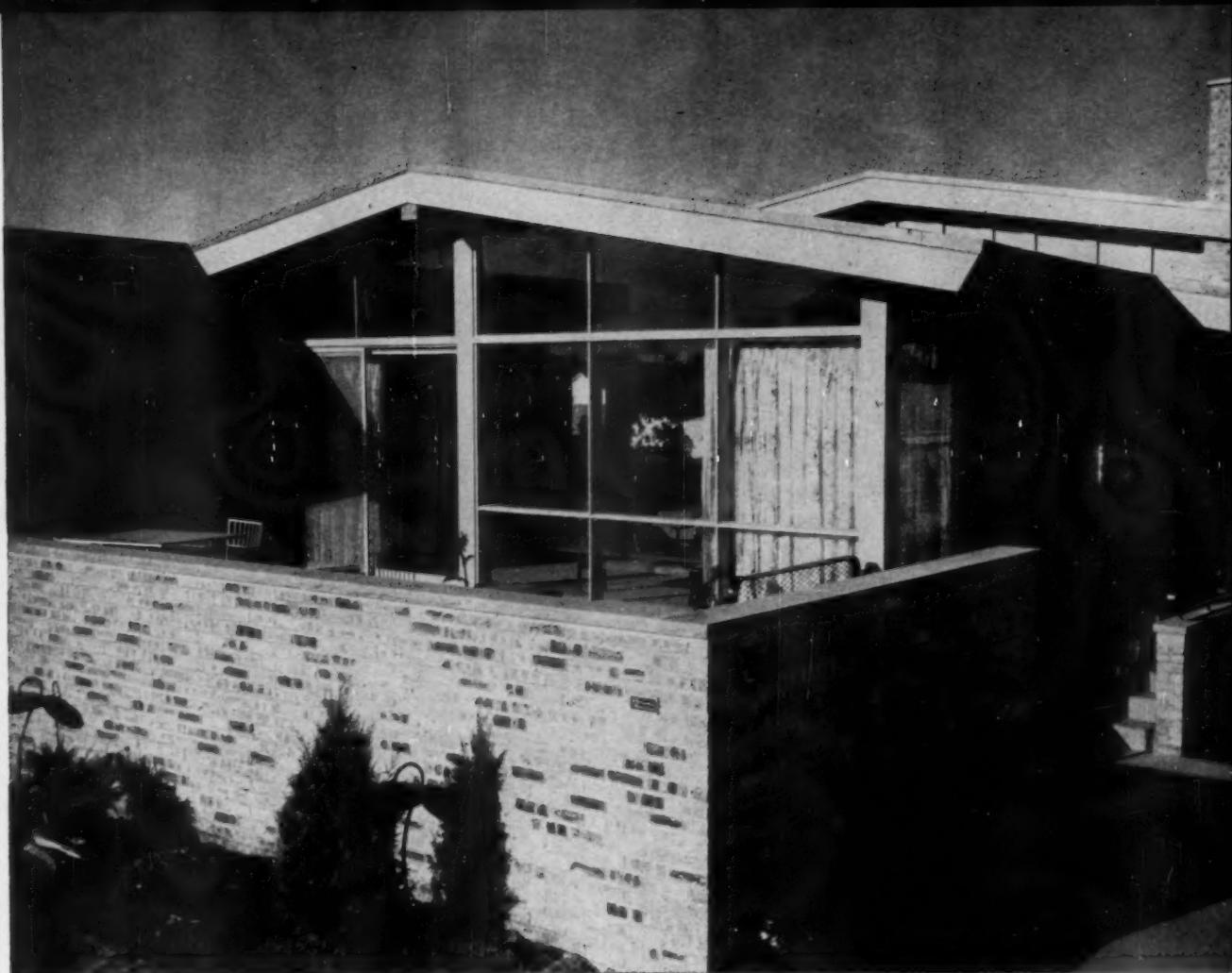
STANDARD PACKAGE DEALERSHIPS give a builder the greatest flexibility and the closest cost control. He can build as many or as few units as he pleases, in one area or on separate plots. If he wants to vary design, he simply orders a different package, and since a big percentage of the work is done at the factory, on-site cost, the big variable, is at a minimum.

CUSTOM PREFABING can be achieved in many ways. The builder can modify the standard package, either by adding or switching panels, moving windows and doors, or changing exterior finishes. An increasing number of manufacturers and shops will take a builder's plan and panelize it for him, thus making possible any number of design variations. Some prefabbers have actually stopped stocking parts, instead fabricate only to order.

PRECUTTING involves the least amount of off-site work, but for the bigger builder who can set up special crews to assemble the pre-cut members, it's probably the most efficient pre-building method. It is a custom system in that any plan can be pre-cut. But it isn't well suited to one-of-a-kind building.

COMPONENT PARTS represent the heaviest impact of the prefabrication idea on the building industry. Almost any piece of the house, if it is built to standard modular dimensions, can be called a component—wall panels, trusses, windows, and increasingly such things as complete packaged kitchens, storage walls, and heating-cooling packages. More and more, the builder simply orders parts from a catalog and puts them together.

THE EDITORS



This Lu-Re-Co Split is 90 per cent plywood...

**Chicago builder Harry J. Quinn cashes
in on a national plywood promotion
with his novel 4-way split level**

Except for the frame and brick veneer areas, approximately 90 per cent of the house shown above is plywood—used inside and out. Precut and panelized Lu-Re-Co sections on a modular scale of four feet—that easily assemble on the job

—were used to build the house. This method of building helps to realize about a 30 per cent saving in construction time and labor costs over conventionally built structures of comparable size and distinction, says Harry J. Quinn, architect-builder of suburban Chicago.

Quinn is now building a 500-home development in South Holland, Ill. He was commissioned to design the house above for U. S. Plywood Corp. and he built it in his new development right next to his project model houses. He not only drew crowds to see "The Weldwood House," but got the lookers to buy his model houses as well.



THIS HOUSE IS 90 PER CENT PLYWOOD *continued*

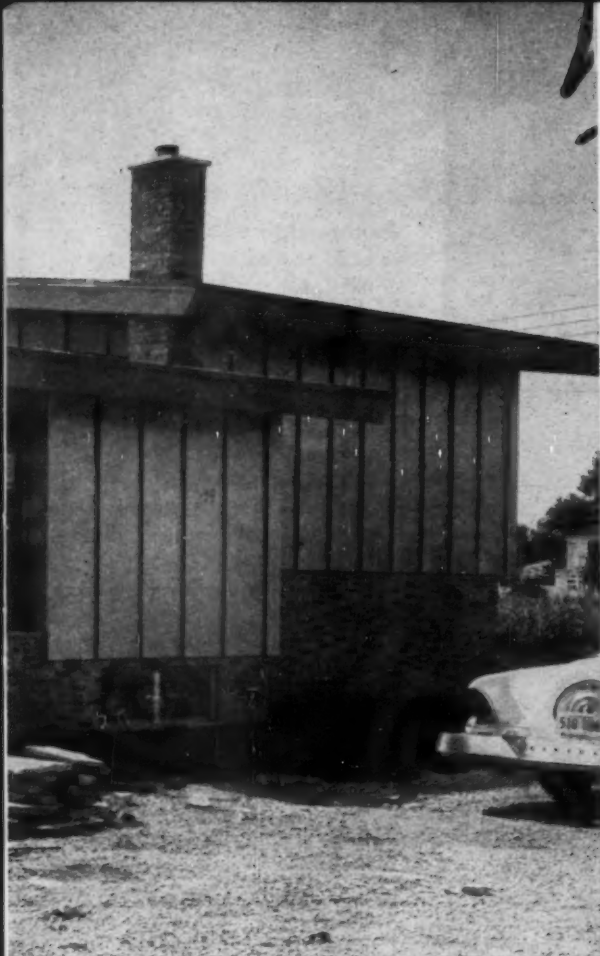
Here's how the 4-way split plan works and



FOUR LEVELS of living characterize builder Quinn's Weldwood house. Recreation, utility level is under living level. There are two bedroom levels—one above the other.

Quinn has achieved an unusually workable split level—split 4 ways on 4 levels of living. Recreation, utility rooms are on a basement level below the living areas. Bedrooms—4 of them—are on two levels—2 bedrooms and bath on one level, 2 bedrooms and another bath on the other level. All bedrooms are easily reached just a few steps from the living-room level. Result? A cost of \$34,000.

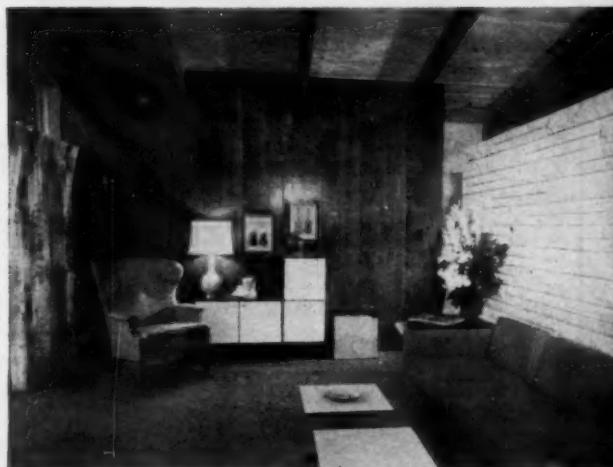
Quinn builds cheaper 4-way splits like this in South Holland and finds them popular with buyers for under \$20,000. When U. S. Plywood asked him to build a super-duper Weldwood home, he adapted his popular split to Lu-Re-Co and plywood, add extras like a vestibule, brick terrace, 2-car garage, glass walls. What will Quinn do with his \$34,000 worth of house promotion? He's gotten plenty of publicity already. The house has helped to draw crowds. He plans to give it away at a raffle to create more excitement in his project—all proceeds go to Quinn's local church.



QUINN DESIGNED exterior walls using the Lu-Re-Co system developed by Small Homes Council, designed his panels with horizontal studs to apply Weldwood easier.

◀ **BRICK FORMS** an attractive addition to the Duraply exterior-grade plywood used on the outside surface of house for board-batten effect. Duraply is Crezon plastic coated.

creates a livable interior



LIVING ROOM is paneled with Weldwood prefinished Cherry in V-plank style. Open-beamed ceiling is of Weldwood Rustic Surfwood as finished ceiling, roof deck.



ARCHITECT-BUILDER QUINN designed the cabinets in the kitchen to resemble fine furniture, used walnut plywood, Micarta Unitop and Westinghouse appliances.



DINING AREA is opposite side of kitchen "L" is divided from living room a stone divider made of concrete slump block that resembles natural stone.



CUSTOM BUILDER—W.C. Knight, Atlanta Georgia, builder of five to ten \$50,000—\$80,000 homes per year, similar to the Knight-built home above.

"People around Atlanta know we build fine luxury homes," says Mr. W.C. Knight, whose firm constructs 5 to 10 houses each year. "They know we guarantee top quality materials and fine workmanship all the way through. Our men are proud when they finish a job with Gold Bond Lath-and-Plaster...and that pride also pays off in customer satisfaction. Whether we're building to the plans of the client or building for future sale, we've found it pays to specify Gold Bond Lath-and-Plaster construction."

"Gold Bond LATH-and-PLASTER helps us meet today's demand for Quality Homes"



DEVELOPMENT BUILDER—William W. Bleakley, Vice President in charge of construction, Shelden Land Company, Livonia, Michigan. 250 to 300 Shelden homes in the \$14,500 to \$17,100 class are erected annually.

"People shop around when they're buying development homes today," reports Mr. W.W. Bleakley, builder of some 250 to 300 homes per year in the Detroit area. "That's why we must have quality construction to make our selling job easier. The feeling of security and the beauty that Gold Bond Lath-and-Plaster gives our homes is a real sales point. Our prospects like our sturdy fireproof walls and ceilings...a sure sign we build a house that will last."

Permanence, luxury, safety—these three sales points were never more important than they are today. Build them into *your* homes. Specify Gold Bond Lath-and-Plaster. National Gypsum Company, Dept. AB-27, Buffalo 2, N.Y.



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see for yourself





factory packaging protects new Beauty-Line Window. Makes handling safe and easy in warehouse and at building site.

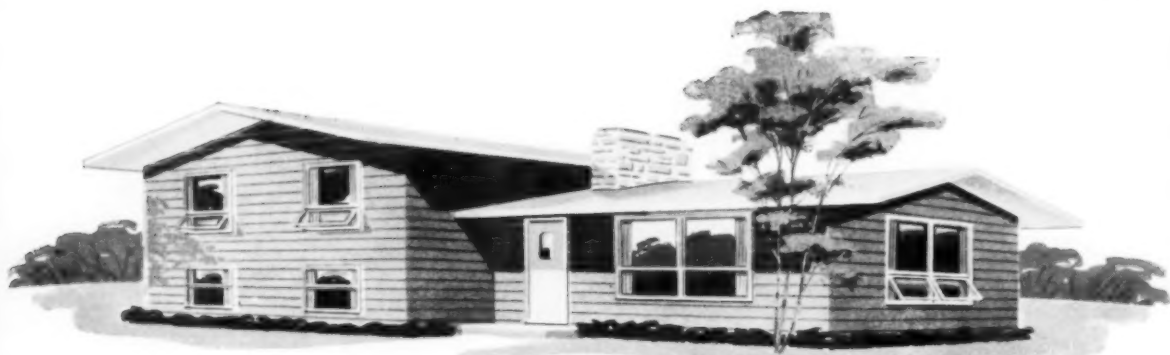


welded insulating glass is optional feature. Other options include removable double glazing, aluminum frame screens.



three
1. Stand
shut to a

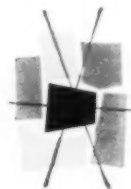
new Andersen Be combines beauty, q



In split level homes versatile new Beauty-Line Windows blend perfectly to enhance architectural design no matter what exterior you have in mind.



In popular one story style new Beauty-Line Windows add charm and appeal to exterior appearance, whether home is traditional or contemporary.



Anders

AW ANDERSEN CO

new

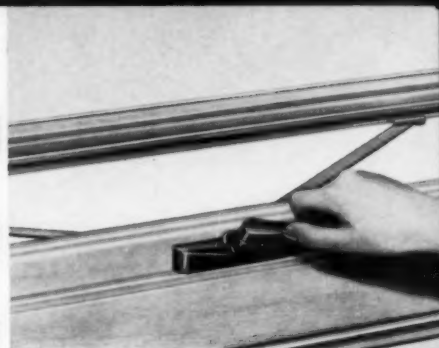
UNI
ROU
BAS
SAS
GLA

3-5 1/2"

4-1 1/2"

4-9 1/4"

6-0 1/2"



three choices of operating hardware for new window

1. *Standard lock* pulls sash tightly shut to assure fully weathertight seal.

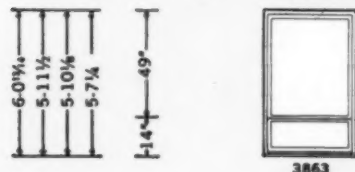
2. *Bar-Lock* offers tight closure in underscreen operation at low cost.

3. *Roto-Lock* works under screen. Dual arms pull sash ends in snug and tight.

Beauty-Line window quality and low cost !

new Beauty-Line window offered
in four heights, two widths

UNIT DIMENSION	2-10 $\frac{1}{4}$ "	3-10 $\frac{1}{4}$ "
ROUGH OPENING	2-8 $\frac{1}{4}$ "	3-8 $\frac{1}{4}$ "
BASIC UNIT SIZE	2-7 $\frac{1}{4}$ "	3-7 $\frac{1}{4}$ "
SASH OPENING	2-4 $\frac{1}{4}$ "	3-5"
GLASS SIZE	27"	39"



Here's the window to bring new beauty, new sales appeal to built-for-sale homes! It's called the Andersen Beauty-Line Window. It has a fixed upper sash over an awning style lower ventilating sash . . . both combined in a single unit.

Feature of Andersen's patented design is an exceptionally narrow meeting rail between the upper fixed sash and the lower ventilating sash.

Economies effected in the design, and through the use of a fixed upper sash, mean Andersen brings you a low over-all cost per-square-foot of glass area with the new Beauty-Line Window.

Versatility of the new Beauty-Line Window makes it ideal for solving almost any window problem. It's available in seven sizes with four heights and two widths (see size table). All sizes can be easily joined together to form mullions and triples. The Beauty-Line can also be used in conjunction with other Andersen WINDOWALLS.

The new Beauty-Line Window comes completely assembled and packaged from the factory. You can get full information from your lumber and millwork dealer. Or write direct to Andersen Corporation.

Andersen *Windowalls*
TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



new
Andersen
Beauty-Line
window

a new idea

in

window beauty

from

Andersen

Corporation

new

see for yourself





Ideal for living rooms. Big 5'10" high Beauty-Line Windows can be easily joined together to form glamour Windowwalls... proven selling features in today's homes.



Ideal for kitchens. Short 3'3" height of new Beauty-Line makes perfect kitchen window for use over sink or counter.



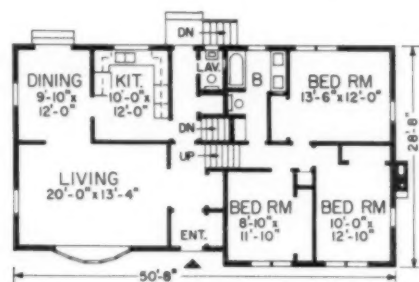
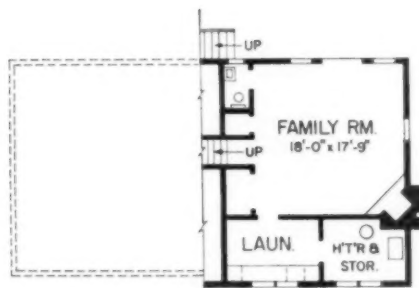
Ideal for dining rooms. Medium 4'7" height of new Beauty-Line Window is useful in dining rooms... and all through the house.

At last—somebody's built the house women wanted

You will be seeing and hearing a great deal about these three popular houses in 1957. Crowds flocked to see them at the National Retail Lumber Dealers' convention in Chicago, and hundreds are being sponsored by dealers who will also sell plans prepared by National Plan Service. All three incorporate basic ideas recommended by the HHFA's Woman's Congress on Housing. To date they are the best expression of "what women want."



CENTER-HALL SPLIT features big family room on lower level, sliding glass doors to terrace.



FLOOR AREA of 1,992 sq. ft. makes this a bigger-than-average house with spacious rooms, big closets, 3 baths.



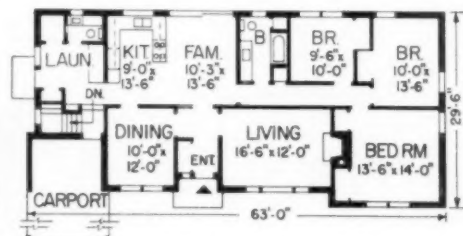
SMALLEST MODEL has clever snack bar dividing kitchen and family room. Note "decontamination room."



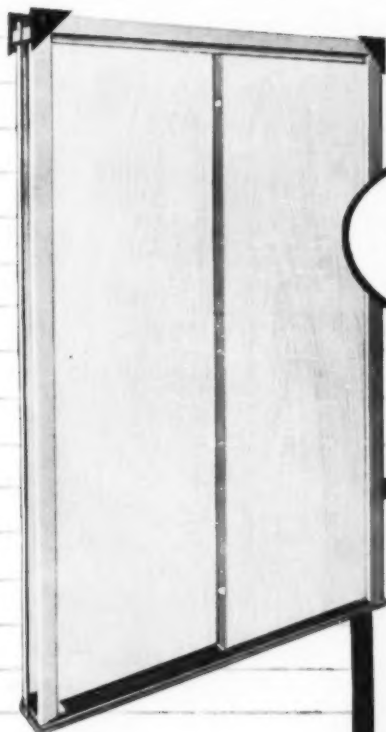
WITH ONLY 1,418 sq. ft. of space this smallest model manages to include 17-14 living room plus family room.



INDOOR-OUTDOOR LIVING is encouraged by the kitchen-family room with sliding doors to dining terrace.



IT'S 63 FEET LONG with carport; contains 1,623 sq. ft. Note laundry and "clean up" area near kitchen.



Ready Hung

DOOR BY-PASSING UNIT

PAT. NO.
2489029

fully assembled, ready to
install in 20 minutes!



New Member

of the Family

LOADED WITH NEW AND PRACTICAL FEATURES

- **TWO-POINT BOLT SUSPENSION*** of the track insures continuous **TROUBLE FREE** operation
 - eliminates bent tracks due to sagging headers
 - eliminates loosening of track suspension screws
 - eliminates 90% of job adjustment of door hangers
- Header-jamb is designed to eliminate need for blocking to the rough header.
- Can be installed in 20 minutes just like the hinged Ready Hung Door.
- Has the narrowest fascia that the width of

trim used will permit.

- Header-trim is at the same height from floor as for hinged Ready Hung Doors.
- Split-jamb is adjustable for walls from 4 $\frac{3}{8}$ " to 5 $\frac{1}{2}$ " thick—makes installation easy.
- Patented packaging insures delivery with joints square and tight.
- Saves **TIME—LABOR—MONEY—WASTE—WORRY—SKILL**

DOES A BETTER JOB

Unbelievably TROUBLE FREE

* Patent Pending

READY HUNG DOORS MADE BY THESE LEADING WHOLESALERS

ALBANY, N. Y.
Irquois Millwork Corp.
BALTIMORE, MD.
Central Building Supply, Inc.
BIRMINGHAM, ALA.
National Woodworks, Inc.
BOSTON, MASS.
A. W. Hastings & Co., Inc.
Somerville 44, Mass.
BUFFALO, N. Y.
Irquois Door Co.
The Whitmer-Jackson Co., Inc.
CHICAGO, ILL.
Morgan Sash & Door Co.
CINCINNATI, OHIO
Aime Sash & Door Co.
CLEVELAND, OHIO
The Whitmer-Jackson Co.
Massillon, Ohio

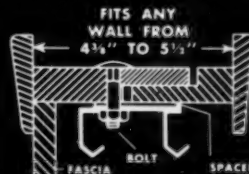
DAYTON, OHIO
Dayton Sash & Door Co.
DENVER, COLO.
Lumber Dealers, Inc.
GRAND RAPIDS, MICH.
Porter-Hadley Company
HUNTINGTON, WEST VA.
Iron City Sash & Door Co.
HOUSTON, TEXAS
Southwest Sash & Door Co.
INDIANAPOLIS, IND.
Midland Building Industries, Inc.
LOS ANGELES, CALIF.
Ready Hung Door Mfg. Co.
Rutland
MARIION, IND.
General Millwork Corp.

NEW YORK, N. Y.
Bailey-Whalen Co.
West Orange, N. J.
OAKLAND, CALIF.
Ready Hung Door Mfg. Co.
PITTSBURGH, PENN.
Iron City Sash & Door Co.
ROCHESTER, N. Y.
The Whitmer-Jackson Co., Inc.
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Ready Hung Door Mfg. Corp.
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SPRINGFIELD, MD.
Southern Supply Company
ST. LOUIS, MO.
Imae-Schilling Sash & Door Co.
ST. PAUL, MINN.
Minnesota Wood Specialties, Inc.
St. Paul Park, Minnesota
SYRACUSE, N. Y.
Irquois Door Co.
TOLEDO, OHIO
Allen A. Smith Co.
TORONTO, CANADA
C. Lloyd & Son Limited
WACO, TEXAS
Frank Stevens Sash & Door Co.

READY HUNG DOOR CORP., FORT WORTH 2, TEXAS

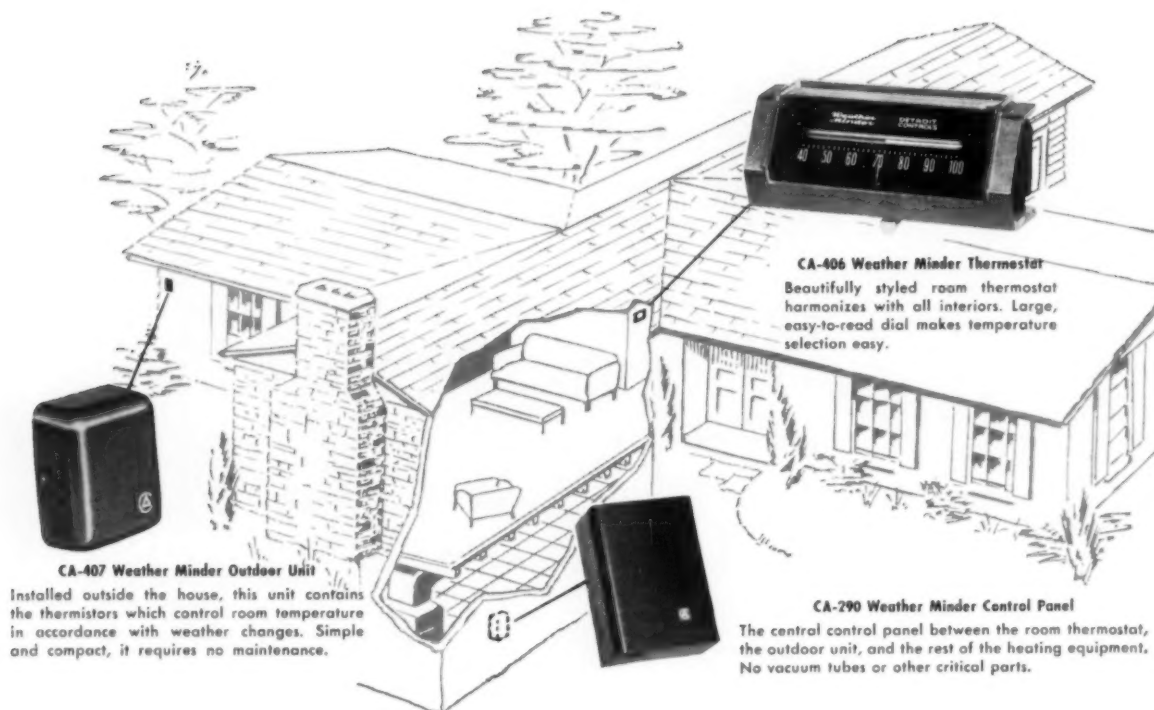
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More Heating Comfort

with **DETROIT CONTROLS** *Weather Minder*

indoor . . . outdoor Thermistor Control System



CA-407 Weather Minder Outdoor Unit

Installed outside the house, this unit contains the thermistors which control room temperature in accordance with weather changes. Simple and compact, it requires no maintenance.

CA-406 Weather Minder Thermostat

Beautifully styled room thermostat harmonizes with all interiors. Large, easy-to-read dial makes temperature selection easy.

CA-290 Weather Minder Control Panel

The central control panel between the room thermostat, the outdoor unit, and the rest of the heating equipment. No vacuum tubes or other critical parts.

WHAT IT IS

The Detroit Controls Weather Minder is an indoor-outdoor heating control system incorporating thermally sensitive resistors called "thermistors". It is a new concept in temperature control, and offers features not available in other systems.

- Low cost—easy to sell.
- No complicated electronic circuits.
- Easy to install.
- Fully automatic.
- Positive, trouble-free comfort control.
- For any type heating system.

HOW IT WORKS

The Weather Minder System automatically raises indoor temperature as outdoor temperature drops, and conversely, lowers indoor temperature during mild weather. As the outside temperature varies, the outdoor unit alters the control point of the room thermostat, to provide just the right temperature for maximum comfort.



Get all the facts about the Weather Minder System — send today for Bulletin 267.



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Detroit 8, Michigan

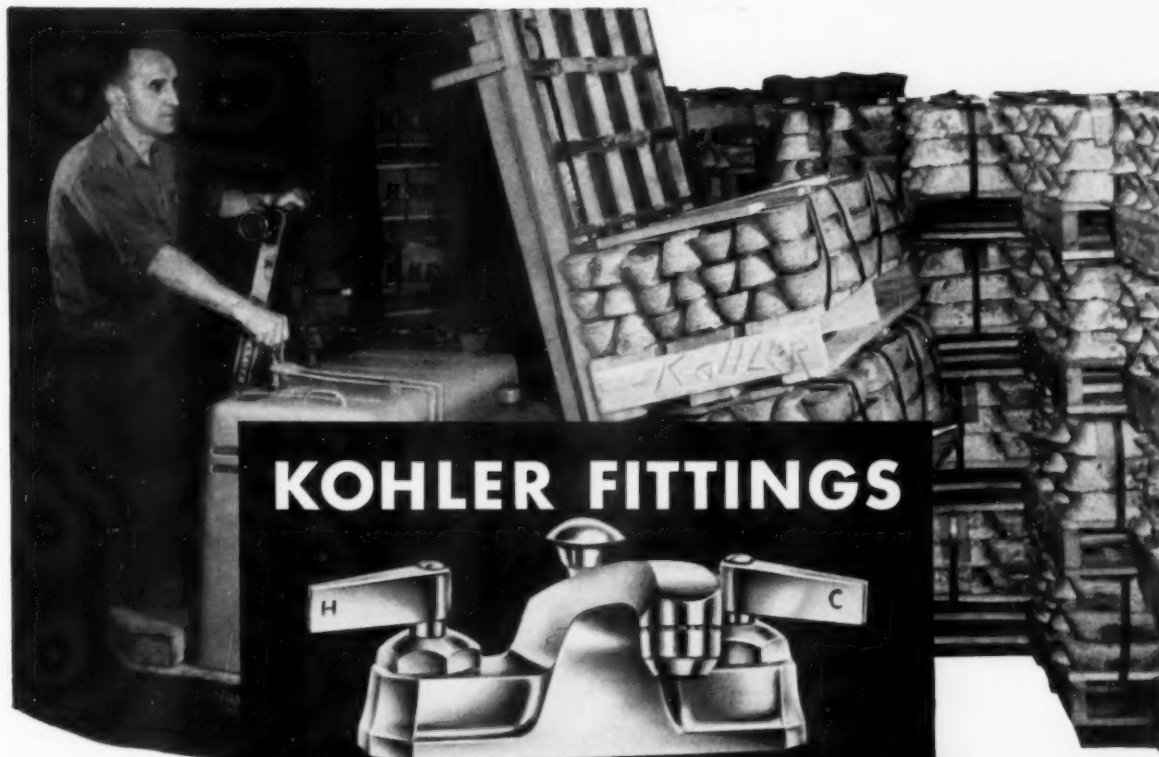
DETROIT CONTROLS

CORPORATION

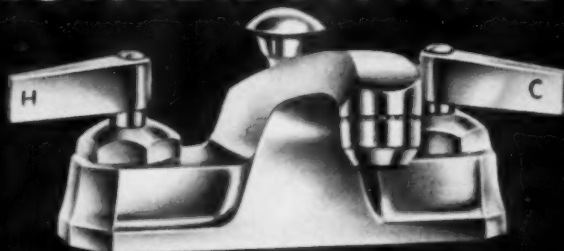
Division of **AMERICAN-Standard**



Canadian Representatives: RAILWAY AND ENGINEERING SPECIALTIES LTD., Montreal, Toronto, Winnipeg



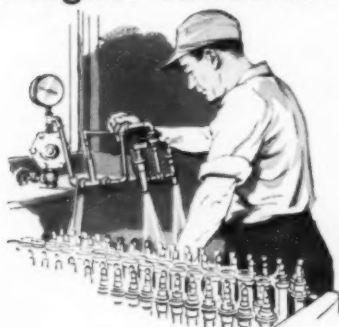
KOHLER FITTINGS



ARE ALL BRASS
CHROMIUM-PLATED

*Brass ingots used
for Kohler fittings.*

for higher corrosion resistance, longer wear, better appearance



First Quality Only

All Kohler fittings are water tested, under greater than normal pressure, for freedom of action, accurate control of water flow, and absence of leakage.

The test of time has proved that brass is the best material available for plumbing fittings. It takes and holds chromium plating better than any other material—resulting in a bright finish of jewel-like beauty. It is strong and resists corrosion, which assures extra years of trouble-free service.

In the manufacture of Kohler

fittings, new brass of high copper content, purchased from reputable suppliers, is used. The high quality and purity are maintained through frequent, accurate chemical and physical tests.

When you point out these facts to your customers you tell them things they want to know—and sell them quality they want to own.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

Now

THE MOST REVOLUTIONARY HOUSE OF THE POST WAR ERA!



Elevation No. 2



Elevation No. 6



Elevation No. 1



Elevation No. 7



Elevation No. 5

Now — Scholz Homes removes all cost uncertainty from the building operation with the introduction of the superbly designed 1000 sq. ft. Belle-Aire at a firm, fully erected price to the builder.

The Belle-Aire is the lower priced series of Scholz Homes new Colonial line and with all of the quality that the Scholz name implies. It comes completely decorated throughout, including wall-to-wall carpeting, oak paneling in the living room, electric, plumbing and heating in place ready to use included in its precedent shattering price of **\$7500 fully erected.**

It is available in the wide range of exteriors shown that can only enhance any fine reputation for beautiful community development.

The Belle-Aire package includes complete construction and low down permanent financing as well as land development assistance to responsible builders. Call or Write:

Scholz Homes Inc.

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REVOLUTIONARY BECAUSE!!

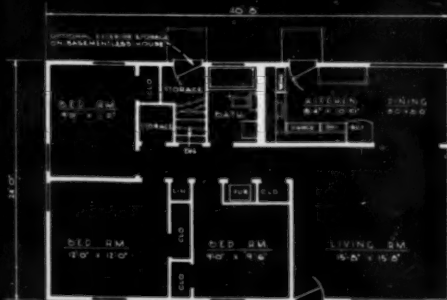
① Scholz Homes will erect
in One Day (on the builder's foundation)

② At a Guaranteed Price
of \$7,500!!



Elevation No. 4

Scholz Homes
Belle-Aire



A woman always looks at the kitchen first...



she'll look twice at these

WESTINGHOUSE BUILT-INS

Now with these brand new Westinghouse Built-Ins you can offer the most modern kitchens in America!

They're true built-ins with the color and style your prospects are looking for. They say right away that you've paid careful attention to every detail throughout the house. And they're today's most-advanced built-ins... assuring your prospects their house will stay new for years.

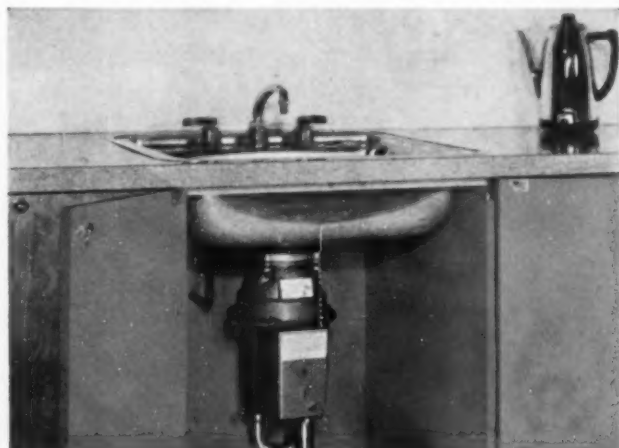
Westinghouse Built-Ins come in 5 Confection Colors—Sugar White, Lemon Yellow, Mint Aqua, Frosting Pink, Nougat Gray—all popular pastels that never go out of style. They pack your kitchen with maximum prospect appeal—to give you a real sales-closing story. And they're all available now!

See your Westinghouse Distributor or write: Contract Sales Dept., Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio.

WATCH WESTINGHOUSE
WHERE **BIG** THINGS ARE HAPPENING FOR YOU!



Big sales-making extra! New Westinghouse undercounter dishwasher installs easily with special Y-tail pipe that eliminates extra trap. "Custom" front panels come in 5 Confection Colors, Brushed Chrome, Antique Copper, prime-coated steel, matching wood front.



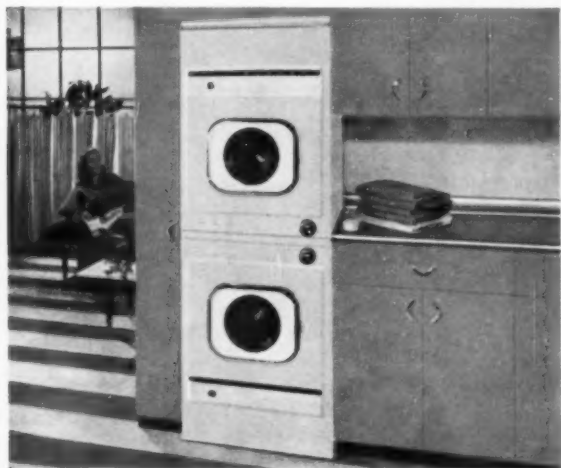
Women expect a disposer in a house that's really up-to-date. This Westinghouse Disposer installs easily, has special dishwasher drain line opening. And it ends forever the garbage nuisance—a real plus you can use to help clinch the sale!



What women want in a built-in refrigerator-freezer are all the convenience features the best free-standing refrigerator offers. And they're all here in this 13 cu. ft. Westinghouse Horizontal Built-In. Special Meat, Butter and Egg Storage . . . a New Tilt-down Showcase Crisper . . . 120-lb. Zero-Degree Freezer—all at easy reach-in level.



The same deluxe features are in this Westinghouse Vertical Built-In. Less than a yard wide! New Stoop-Saver Design keeps foods used most often up top. 13 cu. ft.; 155-lb. zero-degree Freezer.



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Or you can build-in the same units side by side—under a counter or even in a wall at waist level. Installation's simple with easy-to-hook-up plumbing and venting connections. Available in 5 Confection Colors. It's the builder's answer to a low-cost complete home laundry!



Most flexible built-in range line in the business. You can combine ovens and platforms anyway your prospect likes . . . it's a personal touch that helps you sell. Shown: Giant 24" interior-width oven; separate 2-unit platforms with remote controls.



Another arrangement is 17" oven with 4-unit surface platform. Platform controls come flush-mounted . . . oven has clock and timer. Line offers choice of 5 Confection Colors, Antique Copper and Brushed Chrome. You can be sure . . . if it's Westinghouse.



Color photography by Snuffy McGill—Detroit

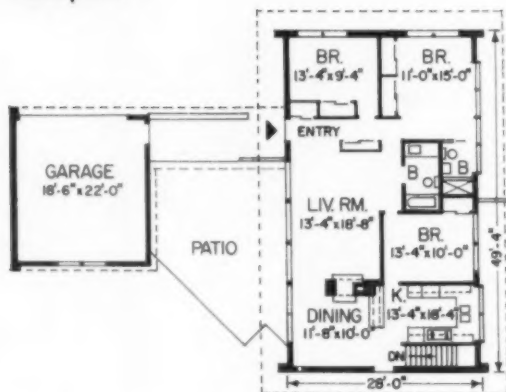
◀ **GLASS WALL** extends entire length of living-dining room. These two rooms are separated only by a two-way fireplace. Sliding-glass doors at dining room open to private terrace. Bamboo screens and draperies control light.

ENCLOSED TERRACE virtually becomes a second living-dining room, can be used six months of the year. Surrounded as it is by garage and brick screen, terrace catches sun. Its existence is unnoticed from street side of house.

How to make a glass wall...

**AMERICAN
BUILDER
AWARD**

Rodney Lockwood & Co.
Detroit, Mich.



PLAN OF LOCKWOOD HOUSE illustrates how effectively arrangement of garage, covered walk and screen shield the glass area from possible curiosity at street side.

“Why have a lot of glass areas if they don’t look out upon a good view?” This was a question some of the members of the Women’s Congress on Housing asked at their recent meeting in Washington last year. It wasn’t that the women didn’t want glass and lots of it. They just wanted it used only where it was practical—where there was a view to warrant its placement.

Rodney Lockwood’s house, shown here, does make a glazed wall area practical. It’s practical—and women buyers love it—because the glass wall opens on a private view—a semi-enclosed terrace. It’s a view that the owner can control.

The house itself is a simple rectangle, easy to build, but the unique thing that builder Lockwood has done is to place the garage away from the house as a shield, then connect house and garage with a novel brick screen and covered walk to enclose the terrace area. This gives the glass-walled occupants a privacy with all the advantages of open planning. Priced at \$23,950 exclusive of land, builder Lockwood finds this model one of his most popular in suburban Detroit. American Builder’s model-home contest judges (see Dec. 1956 AB) liked this house so much they awarded it a Special Award of Merit.



... open on a private view

FEBRUARY 1957

AMERICAN BUILDER
BLUEPRINT HOUSE

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GLASS WALL OPENS ON A PRIVATE VIEW *continued*

Open planning not only is followed as a design principle for the glass-walled living-dining room, where private terrace and interior rooms work together, but this design feature is followed indoors as well. Sol Garber, architect for this Cranbrook Village suburb of Detroit, makes open planning work in the kitchen-dining area too.

The kitchen is a very practical "U" shape—so easy for the housewife to work in. The fourth side of the kitchen is open to the dining area, separated only by a cabinet with an oversized table surface to be used for simple meals or for household desk work. Lower than counter height, it purposely becomes a workable table surface. The two-way fireplace, shared with the living room, can be enjoyed as well in the kitchen because of the open feeling created between kitchen and dining areas. Because the fireplace wall is painted an off-white, the dining room gains more of a feeling of space, while

the warm tones of the natural wood kitchen cabinets create a warmth in the kitchen that is also felt in the dining area because of the openness of the two areas.

Rodney Lockwood has built into this model many saleable features architecturally, and he also gives buyers a full basement and a 100x155' lot for a total price of \$29,950. He also gives them these quality brand-name products: Bird asphalt roofing; U. S. Gypsum board sheathing; Metropolitan face brick; WO HO CO (W. O. Huckary & Co.) and Fenestra windows; Kwik-Set, Weslock and Teco hardware; Briggs Beautyware; Yorktowne cabinets; Formica counter tops; Armstrong linoleum; Owens-Corning Fiberglas; Berry garage doors; Wolverine or Everhot hot-water heater; Mosaic ceramic tile; Luxaire forced air heating system; Carey or Swanson ventilating fans; Waste King disposer; Modern-Maid built-in oven and range.

... here is how open planning makes this kitchen-family room work

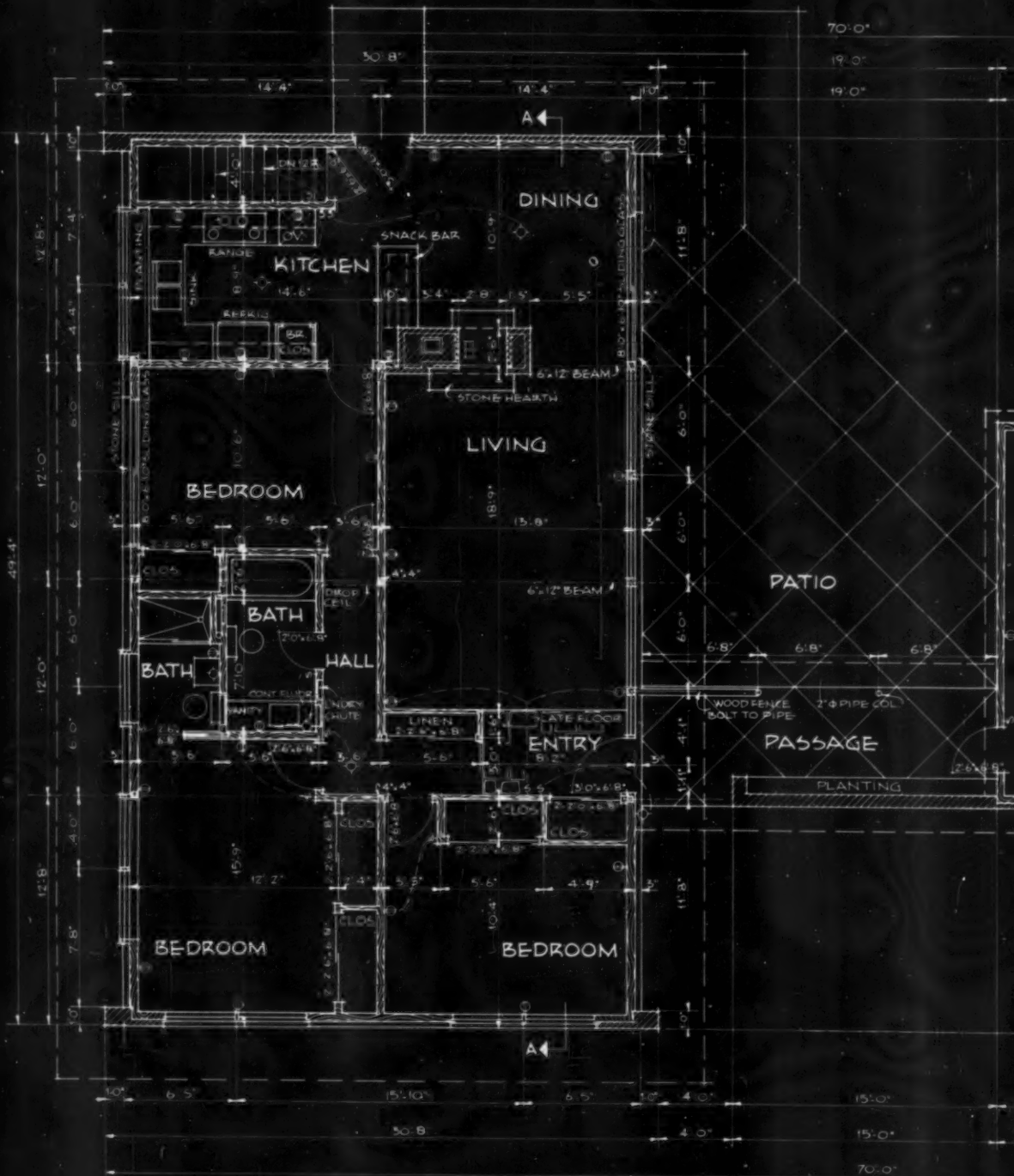


DOUBLE FIREPLACE becomes a room divider between the living room and the dining room—gives each a sepa-

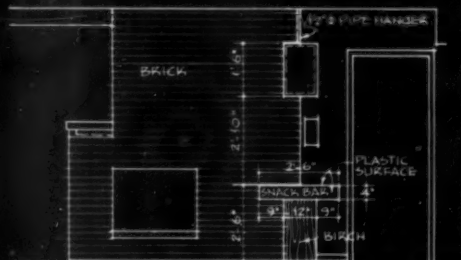
rateness yet open feeling. This quality is also present in the open planning of kitchen-dining area.

2-57

SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



FLOOR PLAN
SCALE 1/8" = 1'-0"



Technical drawing of a brick chimney cross-section. The drawing shows a central brick chimney structure with a flue at the top. The flue is labeled "12\" 18\" FLUE". The chimney is surrounded by a brick facing, labeled "BRICK FACING BAKE HORIZ JTS 1/4\" DEEP". The chimney is supported by a base of brick and stone. The base is labeled "BRICK" and "12\" 2 3/4\" STONE 52\" LONG". The chimney is also supported by a foundation of stone, labeled "12\" 2 3/4\" STONE 52\" LONG". The chimney is surrounded by a brick facing, labeled "BRICK FACING BAKE HORIZ JTS 1/4\" DEEP". The chimney is supported by a base of brick and stone. The base is labeled "BRICK" and "12\" 2 3/4\" STONE 52\" LONG". The chimney is also supported by a foundation of stone, labeled "12\" 2 3/4\" STONE 52\" LONG".

Labels and dimensions include:

- 12" 18" FLUE
- BRICK FACING BAKE HORIZ JTS 1/4" DEEP
- 2-30" STEEL DAMPERS
- 5 1/2" 5 1/2" 1/2" 40"
- 27" STL L 40" LONG
- BRICK
- 12" 2 3/4" STONE 52" LONG
- 52"
- 8"
- 4"
- 22"
- 4"
- 8"
- 12" 2 3/4" STONE 52" LONG
- 52"
- 12"
- ASPH DUMP

Architectural drawing of a porch roof section. The drawing shows a cross-section of the roof structure with various dimensions and material specifications.

Dimensions:

- Overall width: 8'-0" PLASTIC CONT.
- Top horizontal dimension: 8'-0"
- Left vertical dimension: 6'-0"
- Right vertical dimension: 6'-0"
- Top horizontal dimension (inner): 2'-0"
- Left vertical dimension (inner): 7'-0"
- Bottom horizontal dimension: 6'-0"
- Right vertical dimension (inner): 17"
- Bottom horizontal dimension (inner): 2'-0"

Materials and Notes:

- NOTE: HOLD PLASTIC ROOF BACK 4" FROM WALL W/ TRIM & FASOLA
- 1 1/2" FASOLA ALIGN WITH 3/4" WINDOW MULLION TRIM
- BRICK FENCE OPEN WEB COURSING
- PITCH CONC. SLAB
- FIN. PL.

SECTION THRU PASSAGE
SCALE 3/16" = 1'-0"



FRONT ELEVATION of Lockwood house faces the street but, as this sketch shows, the design of this facade is non-

committal of the large open glass wall area hidden behind a quiet exterior that protects the privacy of the owners.

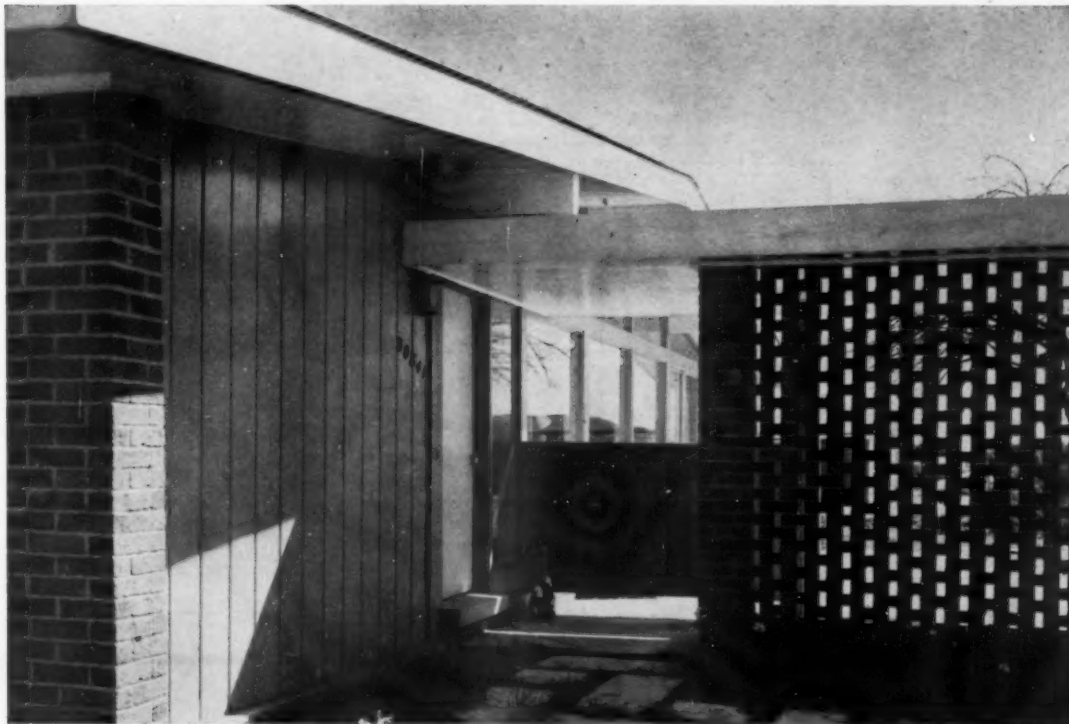
**... and here's how this house turns its back
on the street for privacy behind the brick screen**

The Rodney Lockwood house has a very quiet front-street exterior. It seems to turn its back on all passersby, concentrates its open planning introspectively inside the house and in the glass wall and the hidden terrace. The brick screen does not betray the terrace and the glass wall beyond, but connects garage and house cleverly and still allows the terrace

to breathe because of the perforated brick screen.

This house is only one of four models Rodney Lockwood now has on view. He plans to build some 1,200 houses eventually at his development in Cranbrook Village, several miles from downtown Detroit.

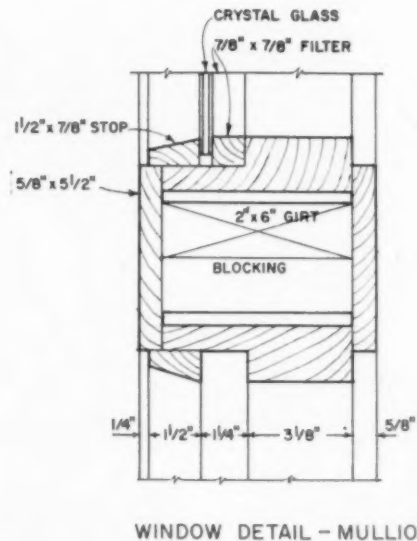
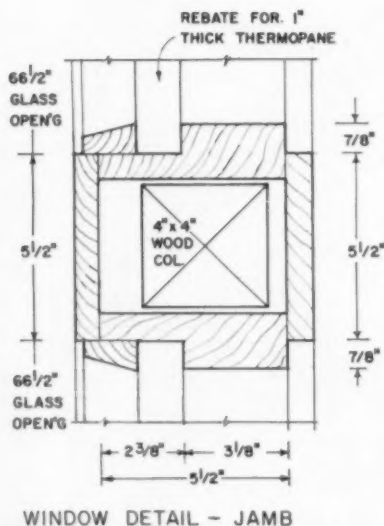
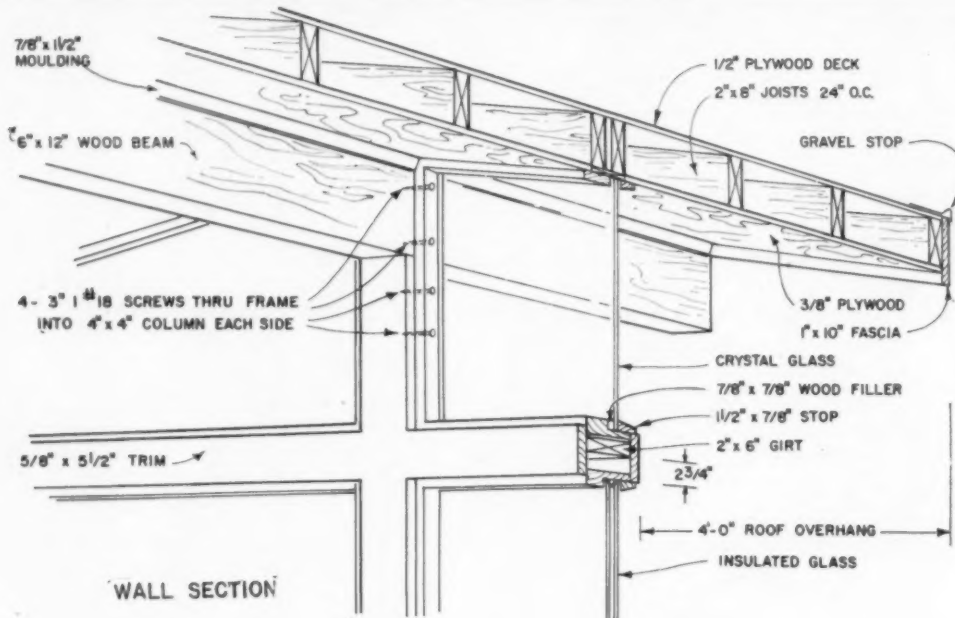
For takeoff and materials list, see p. 254



FRONT ENTRANCE and screen maintain the simplicity of the exterior that faces the street, hardly betray the large

terrace behind. Screen of brick cuts view but allows circulation of air. Large glass wall is barely visible.

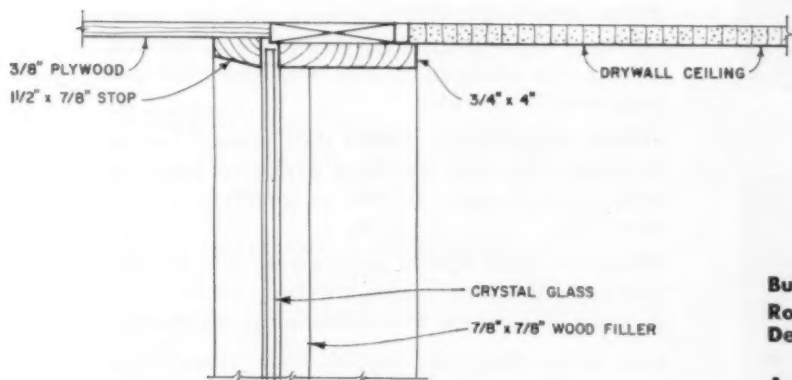
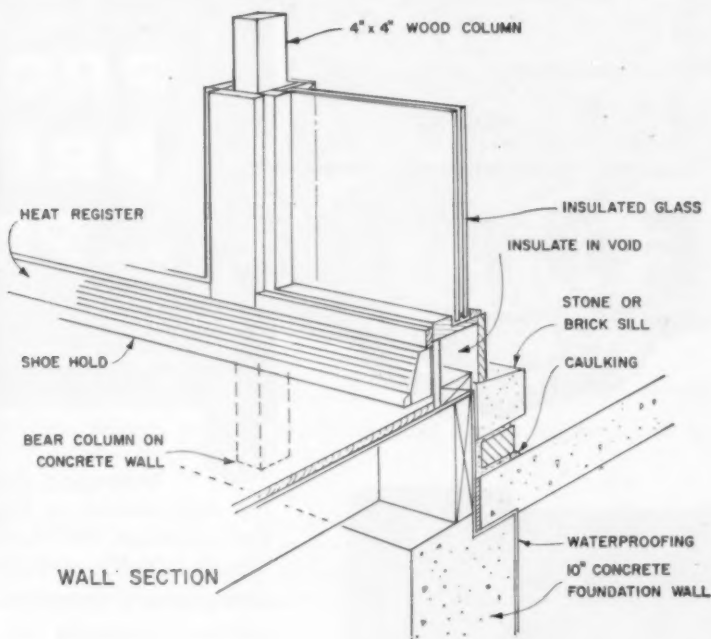
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... how to build that glass wall

for February

TAKEN FROM FEBRUARY'S BLUEPRINT HOUSE



WINDOW DETAIL - HEAD

Builder:
Rodney Lockwood & Co.
Detroit, Mich.

Architect:
Sol Garber
Detroit, Mich.

opening on a private view



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The Payoff Departments

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Builders' supermarket for new products and prefab literature. Reply card, page 156.

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How to frame cornices with wide overhangs, how to set jambs for sliding closet doors. How to keep steps from warping.

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Check American Builder's list of association meetings for those you want to attend to learn what your fellow builders are doing.

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Court upholds right of city to subdivide 1½ miles from boundaries.

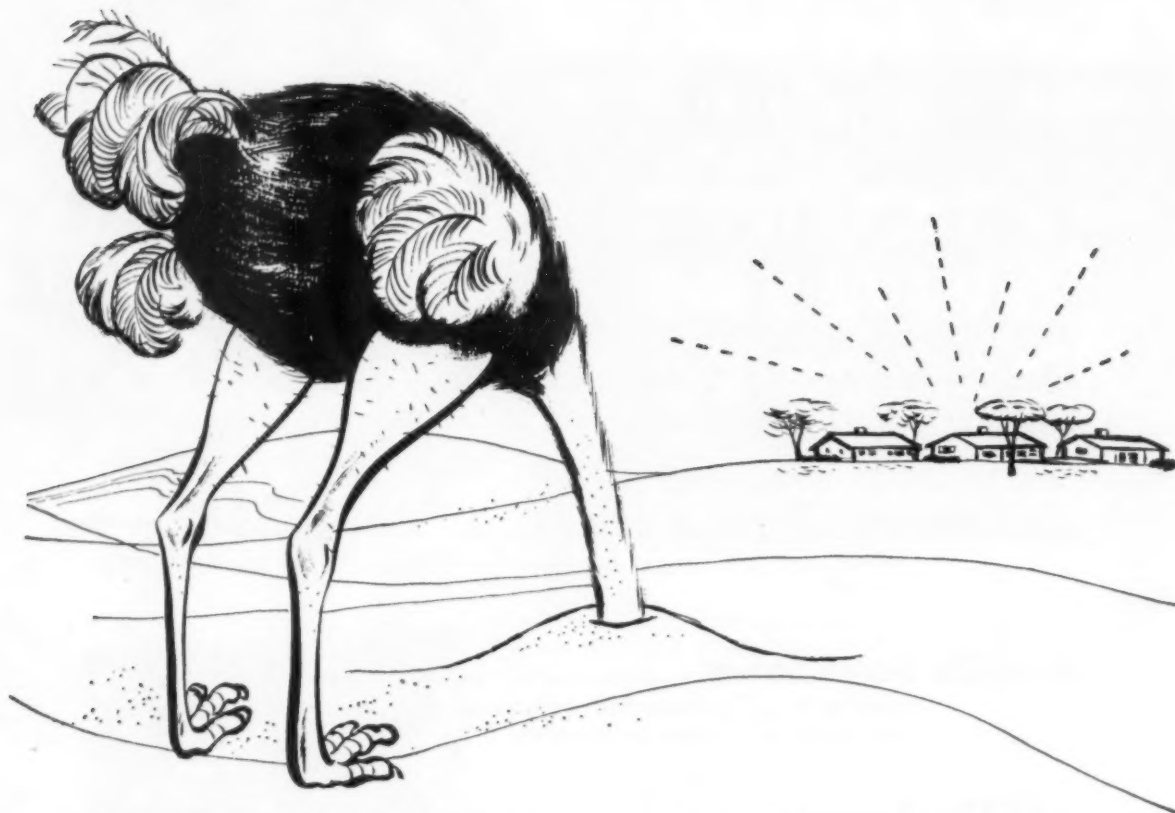
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How to build a nail-glued truss for hip roofs.

The Month Ahead.....260 →

Things for builders to think about during the month of March.

Confessions of a Prefabricator



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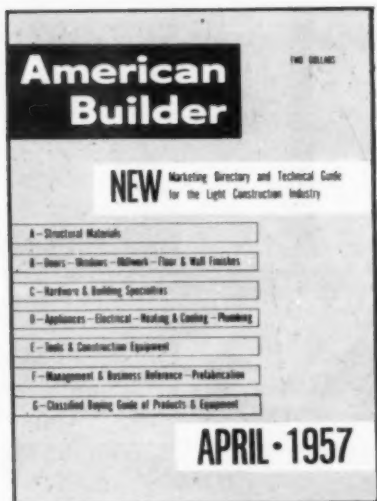
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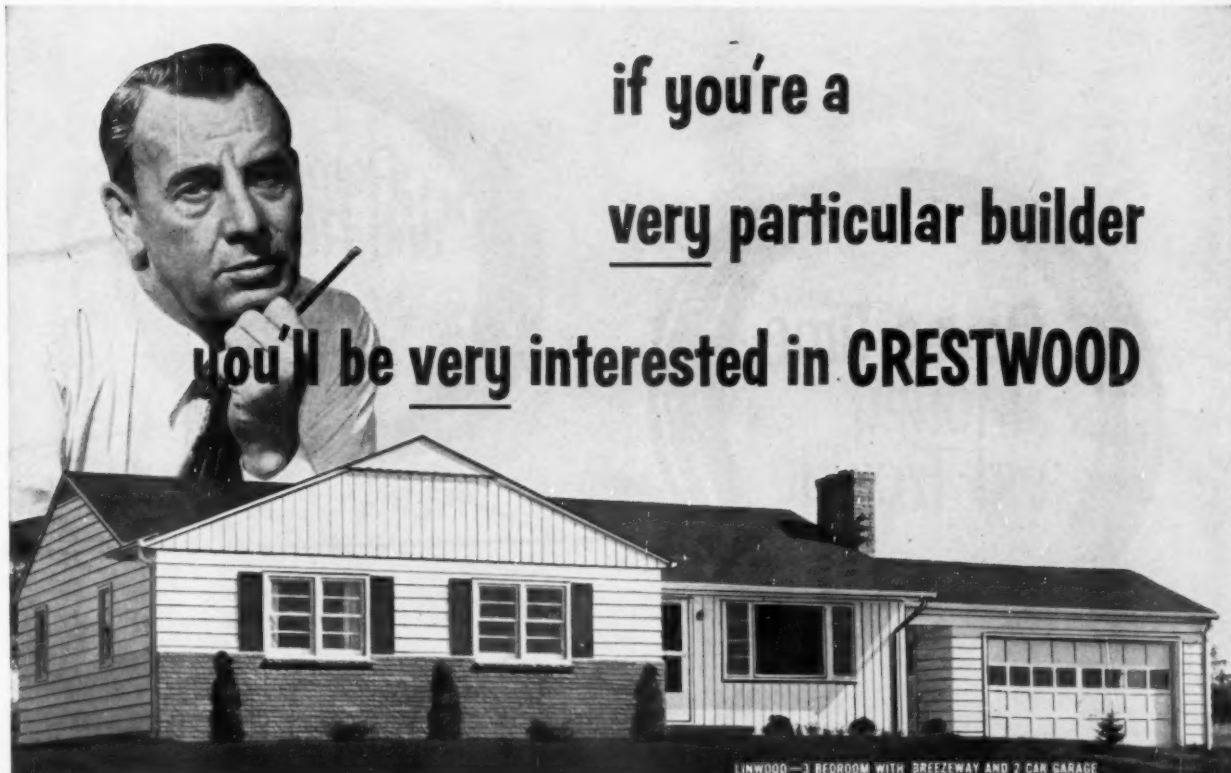


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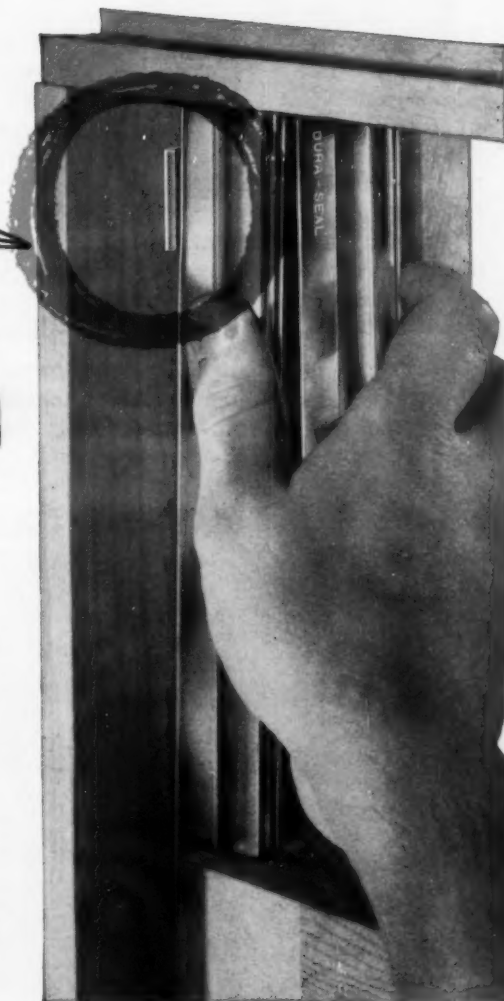
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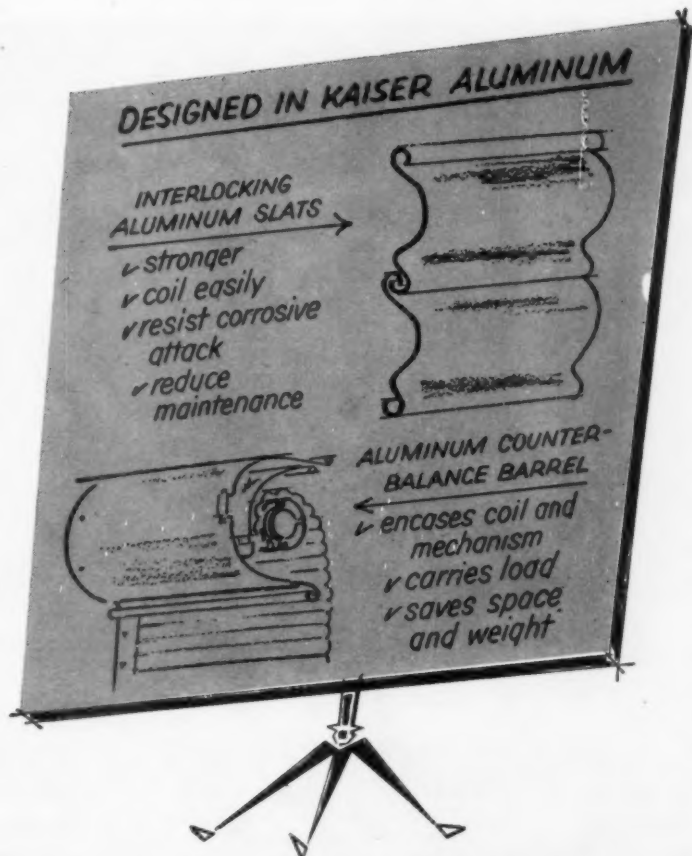
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window shade

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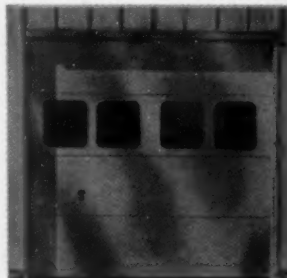
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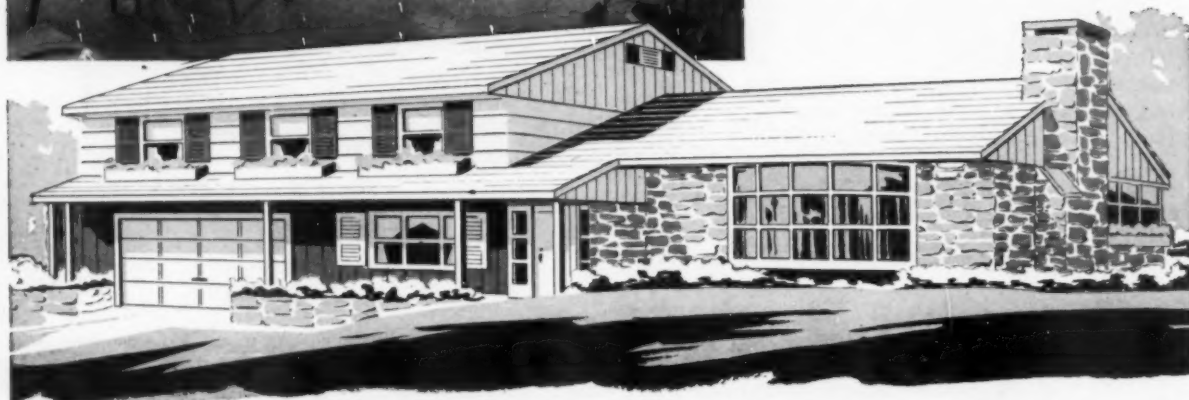
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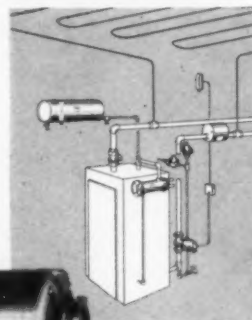
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Now . . . most power of the low-priced 3 New **DODGE** ***PowerGiants***

1957 line-up gives you up to 232 hp.

Dodge tops the low-priced field in V-8 power by a big margin—actually delivers as much as **31% more!** This extra power in reserve saves engine strain . . . wear . . . excessive repairs. What's more, Dodge V-8's use *regular* gas, help keep your cost per ton-mile down!

Extra payload capacity. You can haul more—up to 73% more in the 300 model pick-up, for example.

Extra handling ease. Exclusive push-button automatic transmission*! Sharpest turning and easiest steering in the industry!

See the new *Power Giant* line-up now at your Dodge dealer's. You'll see features that prove it pays to get your Dodge dealer's deal before you decide on *any* truck.

*Available on all low-tonnage and Forward-Control models.

DODGE TRUCKS

WITH THE FORWARD LOOK



Pick-ups



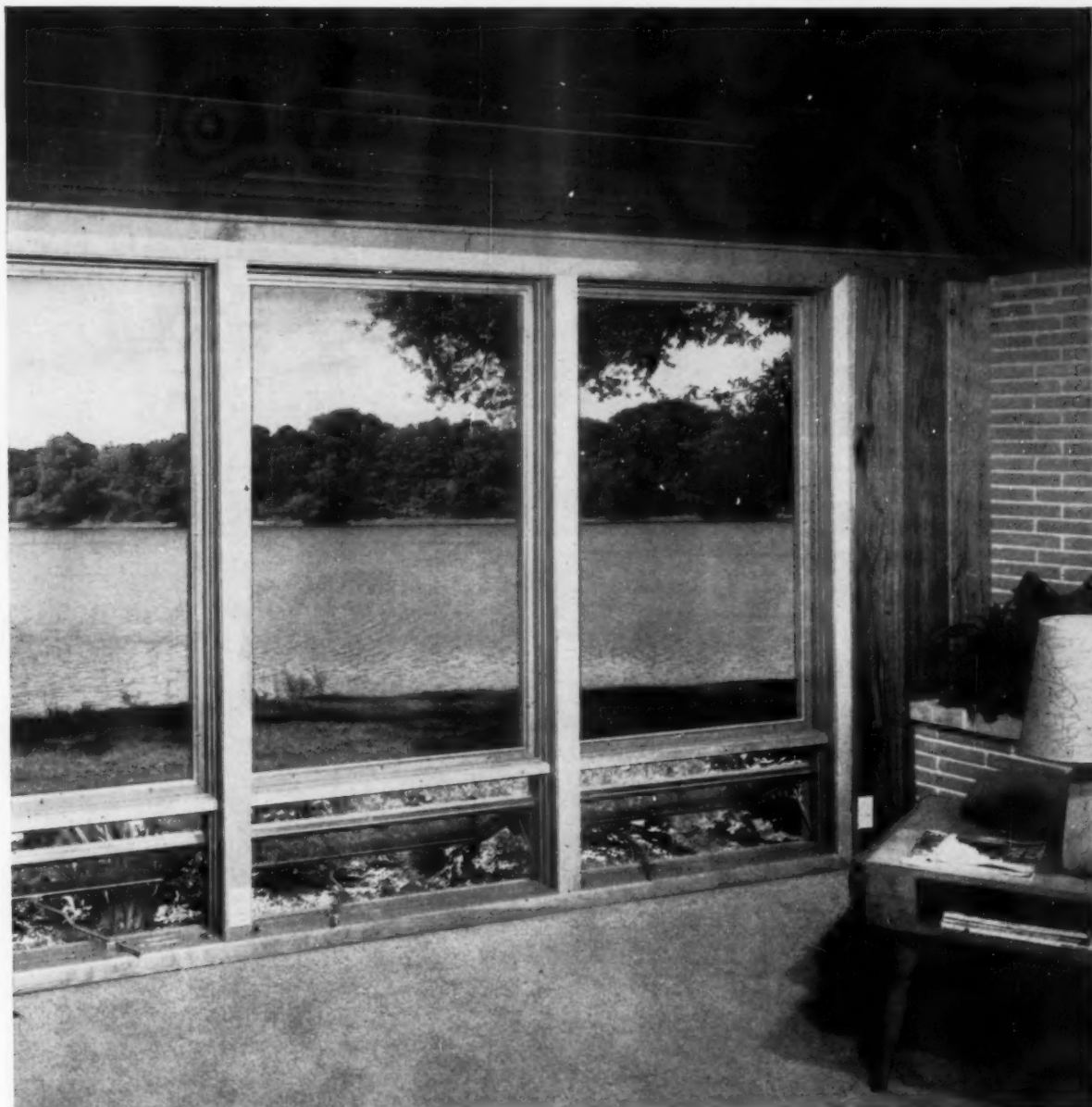
Stakes



Tractors

DODGE meets your hauling needs!

Conv. Models	Max. G.V.W.	Max. G.C.W.	Max. V-8 HP.
100	5,100 lbs.	—	204
200	7,500 lbs.	—	204
300	9,800 lbs.	—	204
400	15,000 lbs.	26,000 lbs.	197
500	18,000 lbs.	32,000 lbs.	197
600	21,000 lbs.	35,000 lbs.	197
700	23,000 lbs.	45,000 lbs.	216
800	25,000 lbs.	55,000 lbs.	222
900	30,000 lbs.	65,000 lbs.	232
Forward-Control Models			
P300	9,000 lbs.	—	204
P500	15,000 lbs.	—	204
C.O.E. Models			
C500	18,000 lbs.	32,000 lbs.	197
C600	21,000 lbs.	35,000 lbs.	197
C700	22,500 lbs.	45,000 lbs.	216
Tandem Models			
T700	32,000 lbs.	45,000 lbs.	216
T800	36,000 lbs.	55,000 lbs.	222
T900	46,000 lbs.	65,000 lbs.	232



Pella

**WOOD
MULTI-PURPOSE
WINDOWS**

GAIN ARCHITECTURAL FREEDOM with infinite combinations of PELLA multi-purpose windows. Fifteen fixed and vented window sizes are all compatibly proportioned. And note how *well* these windows harmonize with other wood. No extra cost for PELLA's exclusive Glide-Lock underscreen operator. Self-storing storm sash and self-storing wood or metal frame screens.



ROLSCREEN COMPANY, Dept. I-17, Pella, Iowa

Please send me your literature on PELLA multi-purpose windows.

FIRM NAME

ADDRESS

CITY

ZONE

STATE

ATTENTION: MR.

TEL. NO.



"The Amish are quick to recognize good workmanship and full value. They certainly prefer to work on my American Houses."

"I can give buyers better homes faster with **American Houses**"

... says Albert Fletcher, 3rd, of Warrenton, Va.

PHOTOGRAPHY BY JON FRANCIS



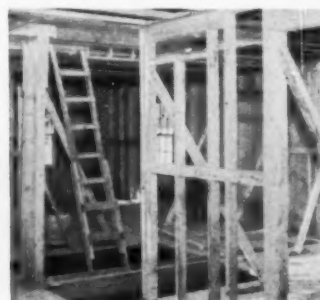
UNITITE PANELS—Basic element of American Houses' construction is the 4' x 8' Unitite Wall Panel, ready-to-erect with insulation in place.



PREASSEMBLED FLOOR PANELS—American Houses' floor panels are factory-assembled with subflooring nailed to joists for speedy installation.



SELF-SUPPORTING TRUSSES—American Houses' fink-type split-ring trusses require no support. Inside partitions carry no load. Walls and partitions are notched for quick, accurate spacing.



NO SKIMPING, NO WASTE—All interior panels are full 2" x 4" studded. All elements of American Houses are cut to exact dimensions. No skimping, no waste, no cutting and trying on the job site.



EXTRA RIGIDITY—Note how 1" x 4" half-stud on one edge of panel joins 2" x 4" stud on next panel to make a 3" x 4" support every 4 feet. Notched-in 1" x 4" nailing-strip across mid panel is another American Houses' extra feature.

"I've seen them all and for top quality construction, with attention to every detail, you can't equal AMERICAN HOUSES.

"Wherever extra material is needed for strength, AMERICAN HOUSES uses it. If

extra time and care are required for perfect fitting they take it. AMERICAN HOUSES thinks of everything beforehand and incorporates it. The result is I get more **QUALITY** houses up in less time, which both my men and buyers appreciate."

AMERICAN HOUSES, INC., AMERICA'S GREATEST HOME VALUE • DEPT. AB-257 S. AUDREY & E. SOUTH STS., ALLENTOWN, PA.

Fill in below and mail for more details.

↓ NAME

↓ ADDRESS

↓ CITY

↓ ZONE

↓ STATE

↓ PROJECT BUILDER?

YES ☐ NO ☐



PROJECT BUILDERS

American Houses, Inc. is America's leading prefabricator for large housing developments. If you operate east of the Mississippi, write in on your letterhead for information.

AMERICAN BUILDER

now...an exclusive builder design



new

Coleman

MASTER

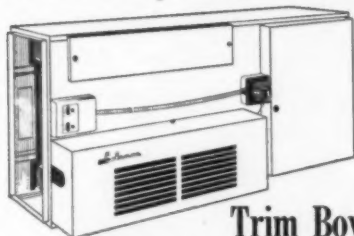
Trim Boy GAS FURNACES

Let COLOR sell for you wherever you install a furnace! The new blue Trim Boy furnaces add a modern touch to the smartest recreation room or kitchen ...and are so compact they will fit in the smallest closet or alcove. Versatile! — Work with any conventional duct system or the exclusive Blend-Air perimeter distribution system.

Builder priced to save many dollars on every house ... yet give all the quality features vital to dependable, low-cost operation. Keeps your buyers "sold."

Ready for air conditioning. Big "plus" sales feature. No alterations needed to "add on" cooling.

Trim Boys to fit every home



Trim Boy HORIZONTAL FURNACES

take no floor space—fit in attic, utility room, basement or crawl-space. 80,000 to 125,000 BTU.

**This coupon can save you money!
Mail it today.**

The Coleman Company, Inc. Dept. AB-72, Wichita 1, Kansas

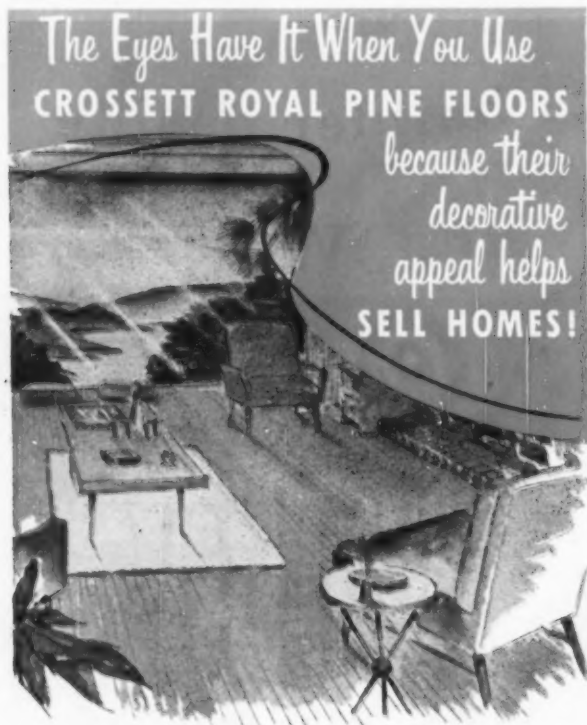
Please rush me complete information on
your new Trim Boy Furnaces for builders.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____



This fine wood, as gracious as an old Colonial residence, as sturdy as a Clipper ship—and never forget how much sound pine went into the building of both—fits the mood of today's living with the true elegance of its simplicity.

If you choose, clear varnish can preserve the exquisite straw blondness of Crossett Royal Pine Floors to blend with smart contemporary furnishings or set off the mellow richness of prized antiques.

If you prefer a darker floor, Crossett Royal Pine is amenable to the exact tone you like, and dull wax will bring out the wood's attractive figure and burnish its gleaming surface to grow more beautiful with the passing years. (Point out this freedom of choice to your feminine prospects and see their eyes gleam.)

All this and cost economy, too, are yours with Crossett Royal Pine Floors, thanks to Crossett's continuing scientific study of pine and how to utilize it to the best advantage of the wood—and your home sales.

Easy to get right from your local supplier, together with matching pine trim, finishing and mouldings, certified to Crossett Standards by registered trade-mark and official SPIB grade-mark.

For data and specifications,
address:



CROSSETT LUMBER COMPANY

A Division of The Crossett Company

CROSSETT, ARKANSAS

Constant betterment



STRAIGHT TRUSS-WING CORNER BEAD

STRAIGHT

NO UPSHOOTS

NOT THIS

FITS

EASY TO ARCH

SPECIAL COATING

for the man who knows labor costs

A lather's wage without overhead is more than five cents per minute. If he puts up cut-price bead and takes extra time because it is twisted, crooked, or bumpy, with uneven wings, does the manufacturer pay for the time at \$25.00 plus per day? NO! The owner does and you do. So when your lather uses straight, uniform, precision-made Bostwick bead, you know he is saving dollars for you. And . . . he's giving you a good job, too. Want a sample? It's sold through your favorite dealer.

Bostwick®

THE BOSTWICK STEEL LATH CO.
103 HEATON AVE. • NILES, OHIO

AMERICAN BUILDER

Soon on **ANACONDA** copper tubes

*A color stripe will show you
the type AND size*

*—and the name Anaconda
will say Quality to
home buyers*

The color code

*Type K, green—Type L, blue
—Type M, red—Type DWV,
yellow—Type TP, gray*

Before long your Anaconda distributor will be receiving from the mills and warehouses of The American Brass Company color-coded copper tube (straight lengths). This will mean easier and quicker type identification in the distributors' stock rooms, in your shop and on the job.

The color markings run the length of the tube with "ANACONDA," the type letter and size repeated at frequent intervals. In full lengths or short pieces you can easily spot the tube you want.

The ink used in color striping is easily removed when ends are cleaned for soldering.

60081

ANACONDA® COPPER TUBES

**FOR TOPS IN QUALITY AND SERVICE
BUY FROM AN ANACONDA DISTRIBUTOR**



Over 2000 square feet of planned perfection. Hope Homes "Spacemaker Split Level": 8 rooms, two baths, playroom, garage. Featuring Truscon Series 138 Double-Hung Steel Windows, Casements and Ranch Window.

53 feet long . . . low . . . and luxurious. Hope Homes "Coronado Ranch": 7 rooms, center hall, extra lavatory, recreation room, basement. Featuring Truscon Series 138 Double-Hung Steel Windows and big Truscon Ranch Window.



An old favorite with modern innovations. Hope Homes "Georgetown" two-story: 4 bedrooms, extra lavatory, garage, full basement, finished recreation room. Featuring Truscon Steel Simplex Casements and Ranch Window.

REPUBLIC



World's Widest Range of Standard Steels

Fleetwood Park

sells out fast to value-conscious families

Truscon Steel Windows Add Plus-Value

Hope Homes, Inc., developers of Fleetwood Park in Monmouth County, New Jersey, believe in offering value-conscious homeseekers a lot of living for a dollar. Fleetwood Park's fantastic sales success proves how well they've done it. A complete 500-home sellout in 5 months!

Builders, Saul Cantor and Paul Goldman, wanted to achieve custom planning in the modest-cost field. They did it by offering twelve different elevations of three designs. In so doing, they used three different types of Truscon Steel Windows—Series 138 Double-Hung, Casement, and Ranch.

They say, "These days a builder has to offer more real value. Truscon Steel Windows help us do just that. They're top quality, at installed costs

we can live with. We easily paint Truscon Steel Windows to harmonize with exterior and interior colors. This helps us avoid look-alike monotony. Truscon service and deliveries are dependable. Our buyers like the windows, too. A nationally merchandized brand that people recognize makes selling a lot easier."

Quality . . . attractive installed-cost . . . paintability . . . proper design . . . Truscon service . . . consumer acceptance . . . are the big reasons why builders, Cantor and Goldman, choose Truscon Steel Windows. Good reasons for you, too! Send coupon for latest Truscon Window Catalog listing all types and sizes for immediate delivery from warehouse stocks.

MORE REPUBLIC "MARKS OF QUALITY" THAT HELP BUILDERS SELL HOMES



"REPUBLIC STEEL KITCHENS adapt themselves perfectly to the designs of our houses," says Mr. Donald Huber, Executive Vice-President of Huber Construction Company, Dayton, Ohio, builders of 1000 homes a year. "They give us true flexibility—a real custom-design kitchen from stock units. What's more, I know they are one of the outstanding value-features of our homes—our customers constantly tell us."

Like to know more about value-packed Republic Steel Kitchens? Ask your distributor, or send coupon.



TRUSCON STEEL SLIDING CLOSET DOORS are real sales-closers. They glide noiselessly on nylon rollers. Women buyers can't resist them! You save, too. Installation is fast, easy. No cutting, fitting, planing needed. The doors come complete with frame. Paint to match room decoration . . . just one coat. Truscon Sliding and Swing Doors in warehouse stocks. Send coupon for size information.



ROOF DRAINAGE THAT NEVER NEEDS REPLACING is a powerful merchandising feature. You can have it by installing Republic Stainless Steel Roof Drainage Products and accessories. Stainless steel never needs replacing because it can't rust or corrode. It won't "bleed" or stain painted siding. Can be left unpainted for more savings. Ask your roofing contractor for estimates; send coupon for more value facts.

STEEL

and Steel Products

REPUBLIC STEEL CORPORATION

Dept. C-2992

3128 East 45th Street, Cleveland 27, Ohio

I'm interested in information on:

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| <input type="checkbox"/> Truscon Windows | <input type="checkbox"/> Republic Steel Kitchens |
| <input type="checkbox"/> Truscon Steel Interior Doors | <input type="checkbox"/> Republic Stainless Steel Roof Drainage Products |

Name _____ Title _____

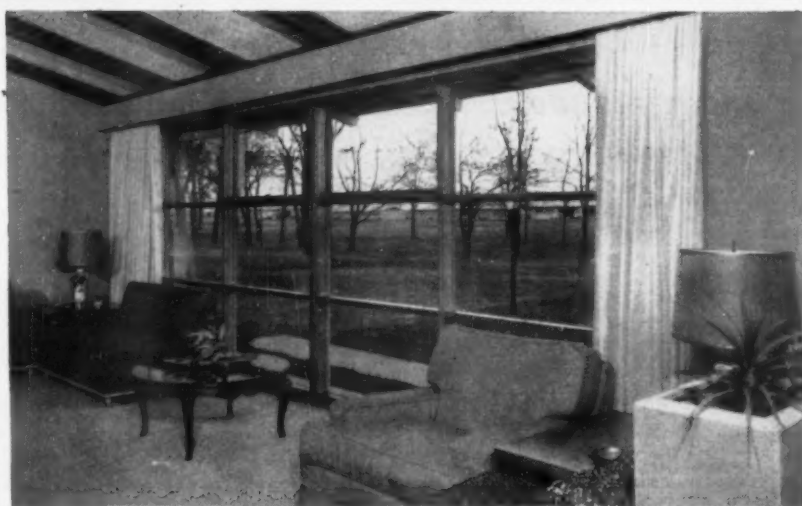
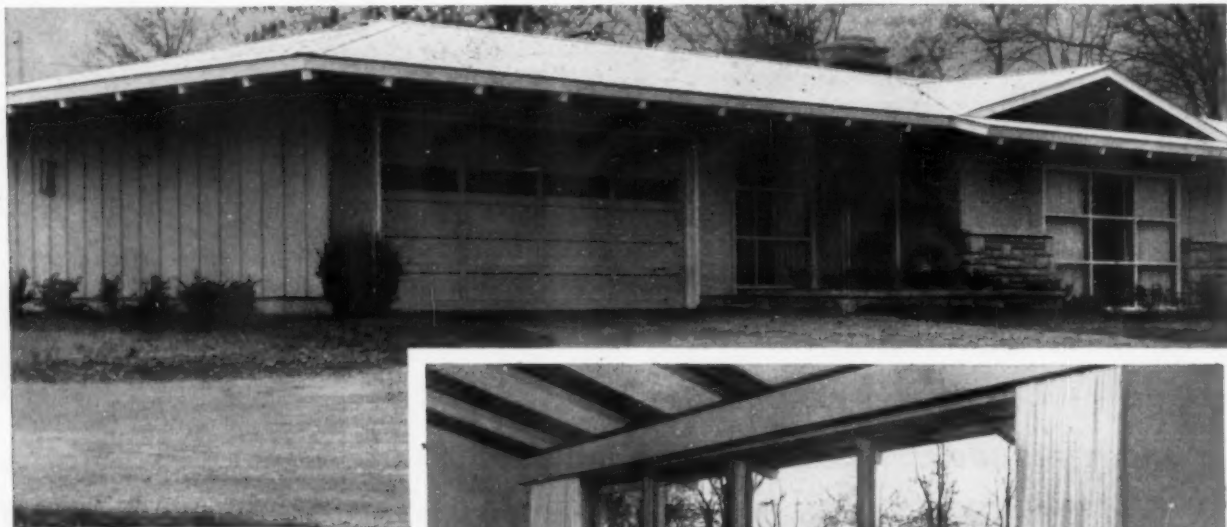
Firm _____

Address _____

City _____ Zone _____ State _____



“Twindow Insulating
and important to
as is roof and wall



Glass is as necessary comfortable year-round living insulation,"

says J. MACK STEWART,
prominent Columbus, Ohio, builder

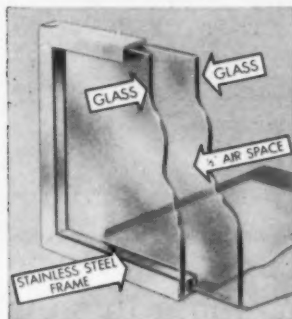


Twindow—the windowpane with insulation built in—is a feature of these extremely attractive homes. Mr. Stewart, the builder, states: "The heat loss per home *without* Twindow and wall and roof insulation is 82,000 B. T. U.s; *with* Twindow and wall and roof insulation, it is reduced to 61,000 B. T. U.s. This is proof that Twindow will *more* than pay for itself."

With Twindow, the outside view is brought inside, but interior comfort is maintained—both winter and summer. Quoting Mr. Stewart again: "Actually, as we figure it, the cost of Twindow insulating units is no more than that of single pane windows plus storm sash."

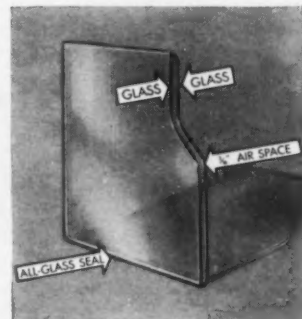
Twindow offers "storm sash" in *permanent* form. This fact is one reason why the homes built by Mr. Stewart make extensive use of these units. As Mr. Stewart remarks: "We install Twindow in every single opening in our homes. The only window without Twindow is the small peek hole in the front door."

Two types of TWINDOW®



METAL EDGE. Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of $\frac{1}{4}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar, as well as easier, quicker, and safer handling for the builder.

GLASS EDGE. Constructed of two panes of $\frac{1}{4}$ " Pennvernon®—the quality window glass—with a $\frac{3}{16}$ " air-space between. The high insulating value makes these units ideal for modern window wall construction. Available in popular sizes for a variety of window styles.



Build it better with **Pittsburgh Glass**

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Products



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PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



You saw them



Wall Ovens



Automatic Washers and Electric Dryers



Frigidaire "SHEER LOOK" products



Electric Ranges



Fold Back Surface Units

Now plan to show them in your homes

From the revolutionary styling of the GM Kitchen of Tomorrow comes the "Sheer Look" of today. These trend-setting Frigidaire kitchen and laundry products, both freestanding and built-in, have been designed to blend in or build in with standard wood or steel cabinets available anywhere. There are no curves . . . no gaps . . . every corner is square. They're practical, flexible, designed for you. In addition, Frigidaire Full-Home Conditioning offers 103 different cooling combinations *plus* new heating units with the right capacity for every type home. Now, a really *complete line* of major home equipment for builders from Frigidaire. Call your nearest Frigidaire District headquarters office for "on the site" information and assistance.

at the show...

Built-in Cooking Tops



Undercounter Dishwashers



Refrigerators



with the blend-in...built-in look!



Year-Round Air Conditioning



Room Conditioners



Food Freezers

To help sell your homes...

Frigidaire offers you the Home-Sellingest Promotion ever, **PERSONALIZED** for you! It is a complete merchandising plan prepared for your specific homes by a trained Frigidaire Home Merchandising Specialist. Phone him today at your nearest Frigidaire District headquarters office.

IN '57 GO

FRIGIDAIRE

Division of General Motors Corporation, Dayton 1, Ohio



REFRIGERATORS • ELECTRIC RANGES • BUILT-IN COOKING TOPS
• WALL OVENS • FOLD BACK SURFACE UNITS • DISHWASHERS •
FOOD FREEZERS • ELECTRIC WATER HEATERS • ELECTRIC DRYERS
• AUTOMATIC WASHERS • FULL-HOME AIR CONDITIONERS •
GAS & OIL FURNACES • ROOM CONDITIONERS • DISPOSERS

FEBRUARY 1957

151

Clipper
"SAILS RIGHT THRU"
® ANNOUNCES

**The NEW SUPERMATIC
MASONRY SAW**

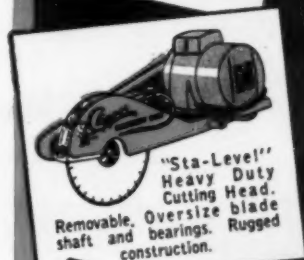
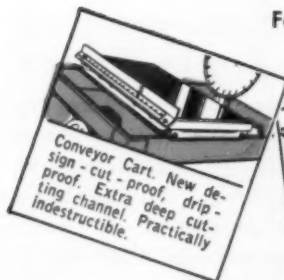
with over 30 Outstanding Features



Only **SUPERMATIC** has **STA-LEVEL CUTTING HEAD** **& HI-LO CONTROL WHEEL**

The New CLIPPER SUPERMATIC is "MATIC" because the recessed Hi-Lo Control Wheel automatically makes all adjustments. "SUPER" because it's ruggedly built to do a powerful job. No need to turn off motor to SAFELY—QUICKLY raise or lower the STA-LEVEL Cutting Head. From 0" to 17", the Cutting Head stays level in any position. Just turn the recessed Hi-Lo Control Wheel...you're ready to cut. NO ADJUSTMENTS TO MAKE. No gears, no slides or unnecessary parts to wear out. The SUPERMATIC is 5 saws in 1. Cuts Wet ... Cuts Dry ... Convertible to a Track Saw ... a Concrete Saw ... or a Triple-Width Saw. The New CLIPPER SUPERMATIC is Simple, Rugged and Dependable!

FREE TRIAL on your Job! Before you buy any Masonry Saw, see what this All New Clipper SUPERMATIC will do for you. Write, Wire or Phone Collect your nearest Clipper Factory Trained Representative.



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Genuine Clipper Products are Sold Direct from Factory Branches in Principal Cities. Consult Your Phone Book and Call for Immediate Same Day Shipment

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THE BROOKFIELD—A spacious 3 bedroom model designed for casual modern living.

ADD A "TOUCH OF GOLD" TO YOUR OPERATION



THE CORAL GABLES—A lovely split-level design with 3 bedrooms, 2 baths.

Get a faster turn-over on your building dollar in '57

The new Permabilt homes are a beautiful buy for your customers anyway you look at it. These homes are built of top quality materials . . . professionally designed with a modern flair . . . and completely packaged for fast, on-site erection.

Don't miss this profit opportunity! If you are an established builder who believes in a quality product, if you operate in Michigan, Illinois, Wisconsin, Ohio or Indiana, WRITE TODAY on your letterhead to Manufactured Homes, Inc., 332 So. Kalamazoo Ave., Marshall, Michigan.

An intensive advertising effort in leading magazines and newspapers pre-sells your customers on PERMABILT homes . . . helps reduce your sales costs, too!



You are entering the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



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Business Manager

AMERICAN BUILDER

30 Church St.

New York 7, N. Y.





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on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

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NAME KIND OF BUSINESS

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CITY ZONE STATE FEBRUARY, 1957

I wish to enter a subscription to American Builder for one year (\$3.50) ☐

3 years (\$7) ☐

☐ New ☐ Renewal

Signature

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW !



MINERAL OR VEGETABLE FIBER-TYPE insulation usually comes in blankets or a roll to be cut off at end of joists. Here, Owens-Corning Fiberglas, Dept. AB, National Bank Bldg., Toledo 1, Ohio. (No. 2047 on p. 156.)



ALUMINUM FOIL OR COATED sheets are especially effective as a heat reflector. "Twinsulation" combines aluminum with rock wool. National Gypsum Co., Dept. AB, 325 Delaware Ave., Buffalo N.Y. (No. 2048, p. 156.)

Insulation: your customers want it for better heating-cooling

Nobody has to "sell" insulation to a builder, architect or heating engineer, but the house buyer is another story. Or was. The days when builders kept insulation at a minimum for dollar-conscious buyers are just about over now.

Why the growing trend to "insulation-consciousness?" It has proved its worth in lower heating bills . . . it has been the major factor in cost controlling for home air-conditioning (another mushrooming trend) . . . and manufacturers in the field have produced a variety of new insulation products—all designed to do a better job, and to meet builder requirements of easy installation and non-prohibitive costs.

Big news too, in insulation, was Owens-Corning Fiberglas' national survey which showed that a house of 1,200 sq. ft., when properly insulated, could be both heated and cooled for a year at a total cost of only \$130.45. Alcoa, Armstrong and other firms have done similar research. The result? A buyer who expects and will pay for more and better insulation as part of his heating and cooling package.



DOUBLE-DUTY INSULATION is growing in popularity. It sheathes roof, insulates, gives interior finish. Insulite Div., Minnesota & Ontario Paper Co., Dept. AB, 500 Investors Bldg., Minneapolis, Minn. (No. 2049, p. 156.)

Insulation: More Open Planning Means More Sound Control Needed



PERFORATED METAL CEILINGS suggested with this "Sanacoustic" tile. Backed with mineral wool. Johns-Manville, Dept. AB, 22 E 40th St., N.Y. 16, N.Y. (No. 2050, p. 156.)

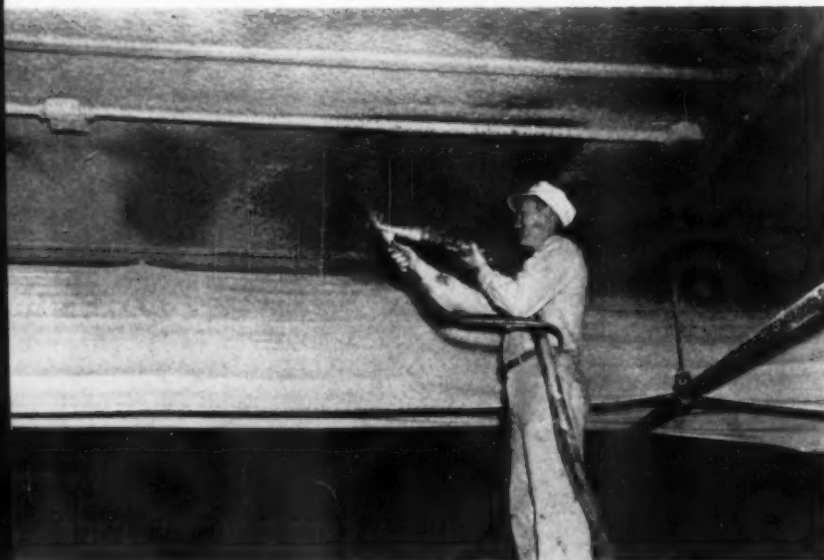


MINERAL FIBER acoustical tile, Crestone, has striated surface pattern for ceiling design, interest. Armstrong Cork Co., Dept. AB, Lancaster, Pa. (Circle No. 2051, page 156.)



PERFORATED TILE has patterned acoustical holes spaced for sound absorption. Wood Conversion Co., Dept. AB, 1st National Bank Bldg., St. Paul, Minn. (No. 2052, p. 156.)

They want acoustical ceilings too

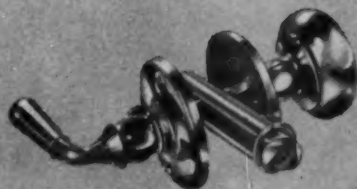


ACOUSTICAL PLASTER APPLICATION VERMICULITE is made easy by new machines which produce a variety of texture finishes. Used especially in commercial construction, this sound conditioner is rated high as a fire-protector as well as a speedy method of sound-proofing. From Zonolite Co., Dept. AB, 135 South La Salle St., Chicago 3, Ill. (No. 2053, p. 156.)

**OTHER NEW PRODUCTS
IN THIS ISSUE**

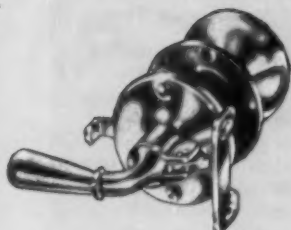
Baths and plumbing	p. 180	▶
Doors, windows, hardware	p. 168	▶
Kitchens and appliances	p. 170	▶
Paints and building specialties ..	p. 172	▶
Tools and equipment	p. 165	▶
Safety, sound devices	p. 190	▶
Catalogs (prefabs)	p. 84	▶

No. 1159, Tubular Lock. Solid brass or aluminum trim, with 2" diameter roses. New safety strike.



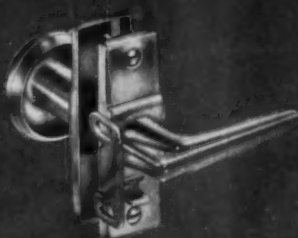
No. 1159

No. 1100, New Single Bore Lock, with solid brass or aluminum trim, 1 7/8" diameter roses.



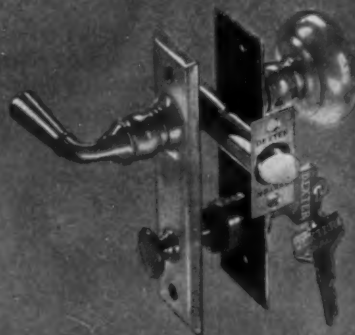
No. 1100

No. 1102, Aluminum knob and lever, 1" x 3" stainless steel escutcheons with weather resistant brass or aluminum finish.

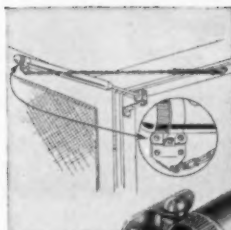


No. 1102

No. 2116, Tubular Key Lock, with solid brass or aluminum trim, 1 1/4" x 4 1/2" escutcheons.



No. 2116



No. 45



No. 80

*leaders
from
the leading
combination
door lock line*

by **DEXTER**

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada, Ltd., Guelph, Ontario. In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City. Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.

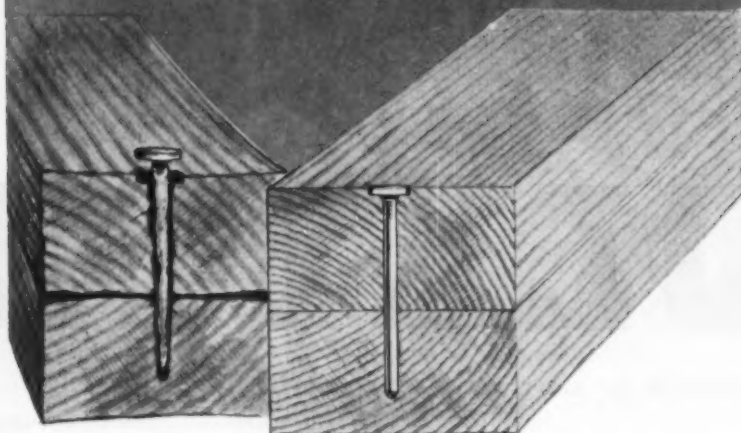
All Dexter combination door locks are designed for use with:

No. 80 Dialmatic Door Closer with exclusive fingertip dial closing speed regulator. Built-in power assist for positive latching.

No. 45 Spring-Chain Door Stop — to prevent accidental over-opening of door.

WORLD'S LARGEST MANUFACTURER OF LOCKS FOR SCREEN AND COMBINATION DOORS

Close-up of how
ARKANSAS PINE No. 1 DENSE DIMENSION
Protects Your Owner's Building Dollar



Right: Illustrates permanent sound quality and nail-holding power of our kiln-dried No. 1 Dense Dimension.

Left: Shows what happens too often after dimension shipped green from the saw has been built into place.

Produced from selected superior shortleaf timber, Arkansas Pine No. 1 Dense Dimension saves you from the risks, penalties and kick-backs that go with green lumber. That's because our No. 1 Dense is *pre-shrunk* in modern steam dry kilns, by which it is *stabilized for keeps!*

Graded under classification requirements of the Southern Pine Inspection Bureau, Arkansas Pine No. 1 Dense Dimension safeguards your structures with big mill manufacture, stipulated moisture content, maximum tensile strength and engineered stress values officially certified by the SPIB Grade-Mark branded on each piece.

Arkansas Pine No. 1 Dense Dimension is sold east of the Rockies by your lumber dealer.

Our FREE Builders' Handbook brings you correct specification data. Write now.

ARKANSAS SOFT PINE BUREAU

756 Boyle Building, Little Rock, Arkansas



**American
 Builder**

New products

INSULATION



Foil-type insulation will reflect 95% of heat flow

Sisalation Foil-type insulation is described as reflecting about 95 per cent of radiant heat flow. This combined insulation and vapor barrier is made of pure aluminum foil sheets laminated to aluminum-coated kraft paper. Used primarily for application in sidewalls, floors and ceilings, it is heavily reinforced with a double layer of crossed fibers. American Sisalkraft Corp., Dept. AB, Attleboro, Mass.

Circle No. 2054 on reply card, p. 156.

Foamed plastic insulation is expandable

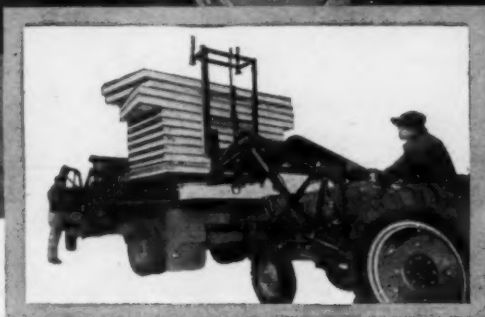
Moldable "Uni-Crest," an expandable and expanded polystyrene, is suited for use in perimeter insulation. When laminated with wood, steel, aluminum plastic or fibrous facings, it is durable, decorative wall surface. United Cork Companies, Department AB, Kearny, New Jersey.

Circle No. 2055 on reply card, p. 156.

Polyethylene film can be used and reused

Pure extruded polyethylene film called Ancover has been added to Angier's line of protective building materials. Ancover comes in two, four and six mil gauges in clear colorless or black opaque form. Unaffected by water, acids, alkalis or fungus, it has a perm rating of .10. Recommended for use as an underslab vaporseal, wind or dust shield, general protective cover or drop cloth, Ancover can be used and reused. If punctured after rough treatment, it can be easily patched with pressure sensitive tape. Available in rolls 36", 54", 84" and 10' x 100 lin. ft. From Angier Corp., Dept. AB, Framingham, Mass.

Circle No. 2056 on reply card, p. 156.



Dig it, Load it, Stack it...

with ONE tractor

*plus rugged **wagner** equipment*

Now you can eliminate the expense of specialized materials handling equipment. Today a single tractor, plus rugged Wagner tractor equipment, can handle practically all of your materials just as quickly and easily, and at far less cost.

A Wagner Tractor Loader, for example, digs, loads and dumps bulk materials like coal, sand, gravel and dirt. In minutes the bucket can be replaced with a Wagner Fork Lift to stack bricks,

lumber, crates and other materials to a 10-foot height. And these are just two of the most complete line of loader attachments in the field — all specifically designed and engineered to guarantee peak performance under the most punishing use.

Check with your nearby Wagner dealer and let him prove how Wagner tractor equipment can make one tractor the backbone of your materials handling jobs.

wagner

TRACTOR EQUIPMENT

WAGNER IRON WORKS, | 1905 South 1st St., | Dept. 10
Milwaukee 1, Wis.

Send me more information on Wagner Tractor Equipment
for a tractor.
(make)

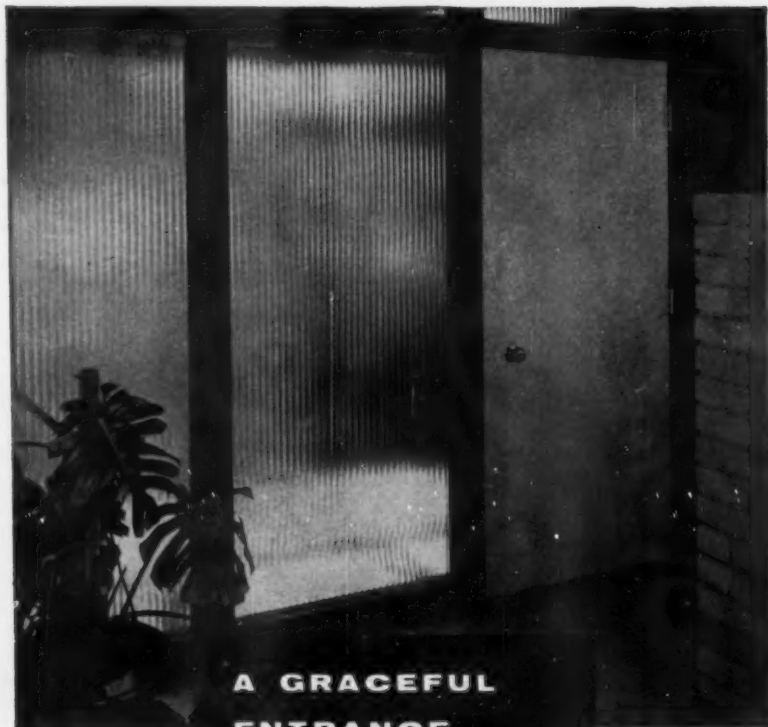
NAME

COMPANY

ADDRESS

CITY STATE

"WAGNER BUILT" MEANS "BETTER BUILT" FOR OVER 105 YEARS



**A GRACEFUL
ENTRANCE
OPENS THE
DOOR TO SALES**

Home buyers appreciate the first impression they receive from a doorway made distinctive with figured glass. Note how this simple use of Mississippi Broadlite adds a touch of luxury that sells on sight. Greet your prospects with glamor and gain sales. Use translucent, light diffusing glass by Mississippi to add eye appeal that pays off in greater buy appeal.

Glass does so much to any home to make it more attractive . . . floods interiors with flattering "borrowed light" . . . makes rooms seem larger, friendlier, more desirable.

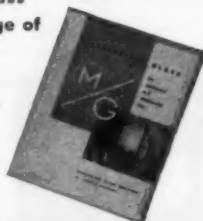
Give your homes the extra sales appeal that only glass can add. Buyers want that "different look." See your nearby Mississippi Glass distributor and select from a wide range of patterns and surface finishes that can enhance your homes.

WRITE TODAY FOR FREE CATALOG.
ADDRESS DEPARTMENT 34.



**MISSISSIPPI
GLASS COMPANY**

88 Angelica St. • St. Louis 7, Missouri
NEW YORK • CHICAGO • FULLERTON, CALIFORNIA



**American
Builder**

New products

INSULATION



**Reflective insulation
does four-way job**

Richflex aluminum coated sheets are offered for keeping winter heat in, summer heat out, providing a moisture barrier and a cold air barrier. This reflective insulation comes in three types, according to the builder's needs, all of which are available in rolls 36" and 48" wide. Easy to install, Richflex also keeps out wind and dirt and is non-electrolytic. Richkraft Co., Dept. AB, 510 Dearborn St., Chicago 10, Ill.

Circle No. 2057 on reply card, p. 156.



**Perlite acoustical plaster
for ceiling carpeting**

Effective noise control is suggested with the use of Perlite acoustical plaster which can be applied to both ceilings and upper walls. Plaster is also fire-retardant because of graded aggregate and non-combustible mineral binders. Air-filled cellular structure has a fine-textured monolithic surface and comes in a variety of modern decorator colors. Perlite Institute, Dept. AB, 45 W. 45th St., New York 36, N. Y.

Circle No. 2058 on reply card, p. 156.



*Unsurpassed
in elegance...*

Unequaled in value

*in all
popular
modern
finishes*

NATIONAL LOCKset . . . skillfully styled for those who appreciate elegant simplicity . . . precision engineered for positive security and quick installation. Best of all, NATIONAL LOCKset costs but a few pennies more than the cheapest, and dollars less than the highest priced lockset on the market. • No wonder it's widely recognized as America's Outstanding Lockset Value.

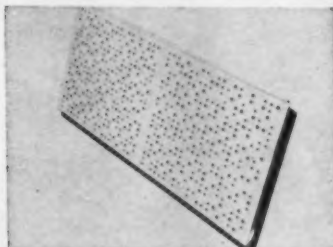


Specify it with confidence...Install it with pride

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

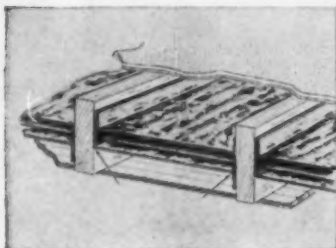
INSULATION



**Beauty and practicality
available in tile board**

A distinctive addition to the interior finish product line is the Random Perforated Twintex Tile Board. Unique pattern, linen-like texture and light-reflective surface provide decorative interest for ceilings. It harmonizes with modern or traditional design. Celotex Corp., Dept. AB, 120 South LaSalle St., Chicago 3, Ill.

Circle No. 2059 on reply card, p. 156.



**New reflective insulation
opens like accordion**

Multiple layers of reflective air spaces, parallel and rectangular, are feature of new patented thermal insulation. Four-spaced Infra costs 8¢ sq. ft., material with labor, between wood joists; 3-spaced is 7¢. Infra Insulation, Inc., Attn. Stanley Frey, Dept. AB, 525 Broadway, New York 12, N.Y.

Circle No. 2060 on reply card, p. 156.

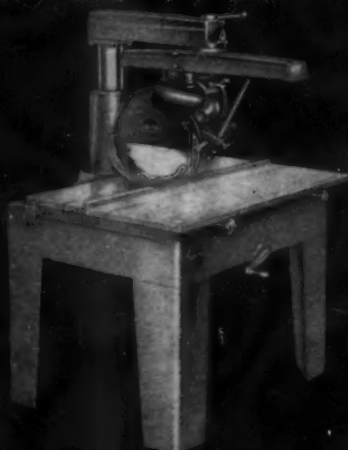
TOOLS & EQUIPMENT

**Coating keeps saws shiny,
free from rust spots**

A special baked on coating keeps saw blades free from rust spots and finger marks. The tough, flexible transparent finish will not peel or crack or discolor the blade. Saves polishing. \$2.95 to \$9.95. Henry Disston Div., H. K. Porter Co., Inc., Attn. T. J. Fitzgerald, Dept. AB, Philadelphia 35, Pa.

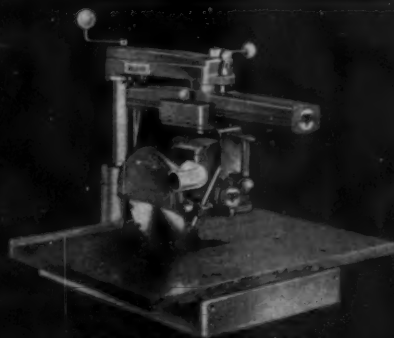
Circle No. 2061 on reply card, p. 156.

ROCKWELL-BUILT



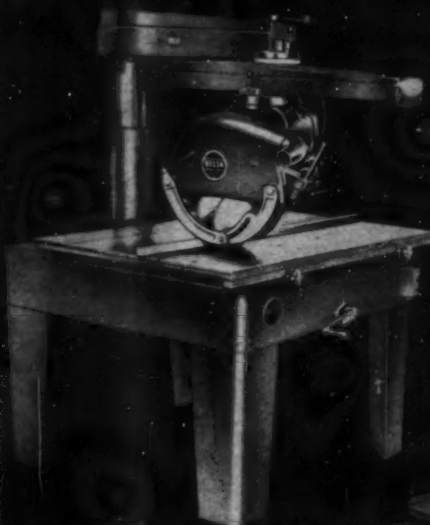
DELTA 12"-14" RADIAL SAW

- 2 and 3 hp single-phase; 3 and 5 hp 3-phase
- 12" saw cuts 3 3/4" deep; 14" saw cuts 4 3/4" deep
- Rips to center of 60" panel
- Cross-cuts 1" stock to 18" wide



DELTA 9" RADIAL SAW

- True 3/4 hp
- Cuts 2 1/2" deep
- Rips to center of 48" panel
- Cross-cuts 1" stock to 15" wide



DELTA 16"-20" RADIAL SAW

- 3 hp single-phase; 5 hp single-phase 3-phase; 7 1/2 hp 3-phase
- 16" saw cuts 5 1/8" deep; 20" saw cuts 7 1/8" deep
- Rips to center of 77" panel
- Cross-cuts 1" stock to 25" wide



DELTA 10" PORTABLE RADIAL SAW

- 1 1/2 hp single-phase; 2 hp 3-phase
- Cuts 3" deep
- Rips to center of 50" panel
- Cross-cuts 1" stock to 16" wide

DELTA

... world's most complete power tool line

53 machines ... 246 models ... over 1300 accessories

DELTA radial saws CUT COSTS

There are two sound reasons why Delta Radial Saws are cutting costs—in the shop and on the job—for builders throughout the country:

First, they give you *more* power—all you need for any job from light interior finishing work to heavy mass-production cutting.

Second, they're precision-built to the highest standards of quality—give you years of lasting accuracy under punishing everyday use.

AND ONLY DELTA GIVES YOU ALL THESE EXTRA ADVANTAGES:

EXCLUSIVE "TURRET ARM" ACTION—With Delta's double over arm construction, pivot point always stays over the center of the table for greater capacity, versatility, accuracy and safety.

FULLY GUARANTEED MOTORS—All motors guaranteed for one full year.

SAFE "UP-FRONT" CONTROLS—All controls within easy reach, away from the blade.

EDGE GRAIN FIR TABLES—Only the finest grade prime wood is used to give freedom from warpage or distortion.

SEE THE ENTIRE DELTA RADIAL SAW LINE—Get all the facts—compare—then make up your OWN mind! Your Delta Dealer is listed under "TOOLS" in the Yellow Pages of your phone book.



another product by

ROCKWELL



Send
coupon
for complete
catalog!

Delta Power Tool Division,
Rockwell Manufacturing Co.
6468 N. Lexington Ave., Pittsburgh 8, Pa.

☐ Please send catalog information on complete Delta Radial Saw line.

☐ Please send names of my nearest Delta Dealers.

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

**American
Builder**

New products

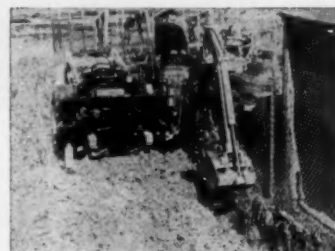
TOOLS & EQUIPMENT



Powerful excavator has welded box frame

Model D90 Backhoe with an all welded box frame has a new type of hydraulic operation which provides terrific digging power. Loads easily to the highest truck bodies. Available only with Loadmaster Loader. Shawnee Mfg. Co., Inc., Attn. E. W. Avery, Dept. AB, 1947 North Topeka Ave., Topeka, Kansas.

Circle No. 2062 on reply card, p. 156.



New model backhoe has rotary-type cylinder

Model 210 Backhoe is equipped with a type rotary cylinder that permits a 200-degree operating arc without using cables. Has interchangeable mounting locations at both ends of the frame. Adjustable seat. Mid-Western Industries, Inc., Dept. AB, 1009 South West St., Wichita, Kansas.

Circle No. 2063 on reply card, p. 156.

Versatile tractor powered with 34-hp engine

New model tractor powered by a 34-hp high-torque gasoline engine has the capacity to handle various attachments. It is an ideal all-purpose tractor providing the high speed and agility lacking in larger tractors. M-H-F-Work Bulls, Div. of Massey-Harris Ferguson, Inc., Attn. Roy Stewart, Dept. AB, Racine, Wisconsin.

Circle No. 2064 on reply card, p. 156.



CEDAR FALLS, IOWA

E. H. Olinger, Olinger Building Co.

"Our quality story—highlighted by the Sheathing Guarantee—is made all the more convincing when prospects learn that, in addition to Celotex Sheathing, we also use your roofing, gypsum products, tile board, etc."



TUCKER, GEORGIA

D. D. Hopkins, Jr., Hopkins Brothers Const.

"With your Sheathing Guarantee as the initial attention-getter—we're laying greater stress than ever before on the quality of our building materials and methods . . . and it's paying off!"



SAN FRANCISCO, CALIFORNIA

Claude T. Lindsay, Claude T. Lindsay, Inc.

"Your Celotex Insulating Sheathing Life-of-Building Guarantee, with the Literature and Guarantee Certificate, has played a very important part in making the buying public conscious of quality construction."



LAWTON, OKLAHOMA

Joe H. Choate, Choate & Choate, Contractors

"Last year at this time, we had sold fifty-one (51) homes. To date this year, we've sold a total of fifty-eight (58) homes! We're sure your Sheathing Guarantee, which we publicized with the folders you furnished, played an important part in this sales increase!"



Nation's Builders Agree:

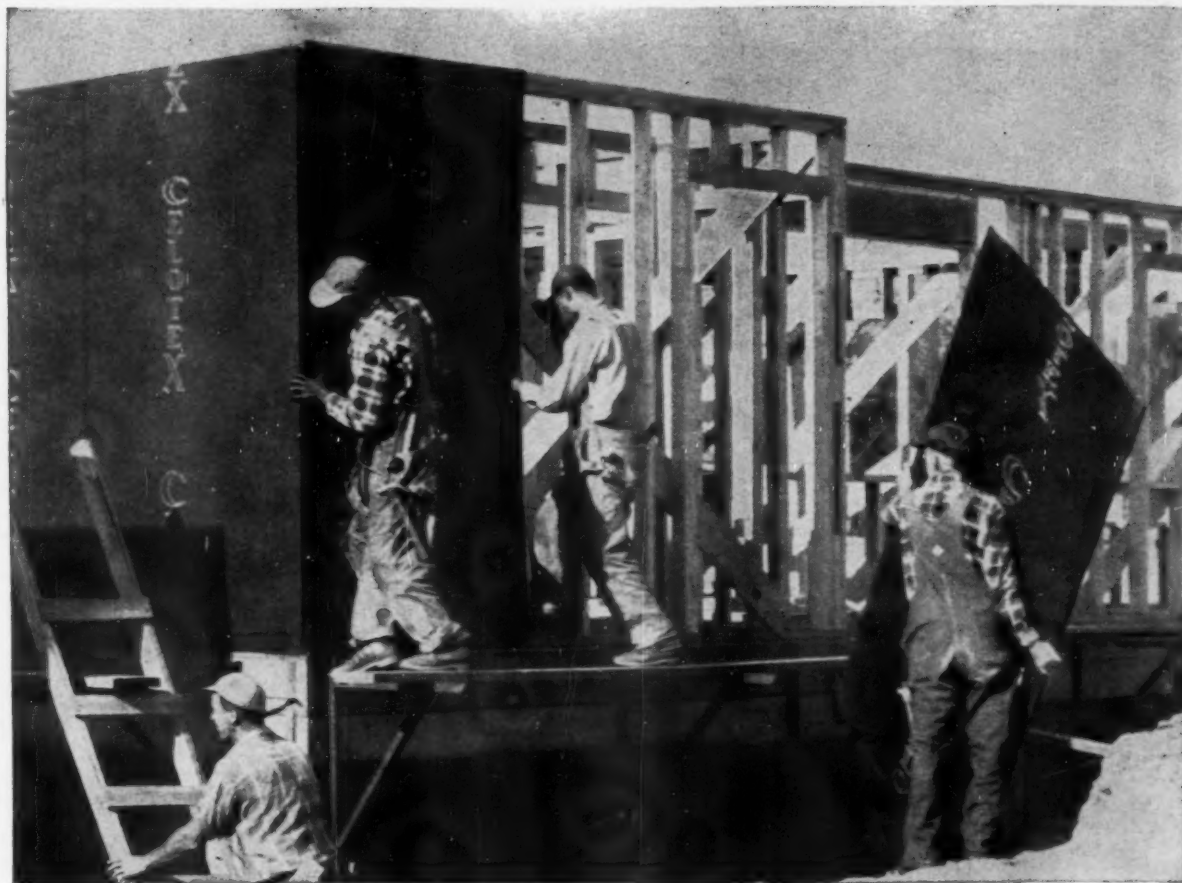
"Life-of-Building Guarantee on

Helps New Home Sales Come Faster, Easier, Oftener!"

Thousands of veteran builders like these, experienced men who know the value of dependable sales support, agree to a man: "The Life-of-Building Guarantee on Celotex Insulating Sheathing definitely helps us sell *more* homes *faster*!"

And no wonder: Here is a powerful sales inducement to show prospects. In itself, it is a document

that adds outstanding buy-appeal to new homes by emphasizing and guaranteeing the advantages of using Celotex Insulating Sheathing. And it actually reflects the high quality standard of *all other materials* going into the homes, as well as of the *over-all construction* of these houses! Truly double-barreled sales help of proven effectiveness for builders!



CELOTEX Insulating Sheathing

Contact your Celotex representative

You, too, can profit by letting the Life-of-Building Guarantee help you sell the homes you build. Ask your Celotex Representative to show you a copy of the Guarantee. He'll show you a colorful folder covering both the Guarantee and the Sheathing. Copies are available to you for distribution to your prospects. Take advantage of the sales-stimulating power of the Life-of-Building Guarantee. Your Celotex Representative will be glad to cooperate with you!

Celotex National Advertising in
LIFE & THE SATURDAY EVENING POST
Sparks New Interest in Home Building!



For 1957, Celotex launches a big-space ad campaign that will mean new action on the new-home building front! These ads, based on the recommendations of the famous U.S. Women's Congress on Housing, feature houses with sales points you can use to sell the homes you build . . . and pre-sell your prospects on the quality and value of Celotex Products.

Tie in with these powerful, attractive full-page-plus-adjoining-column ads. Let your prospects know your homes are built with genuine Celotex Products . . . the brand name with nationwide preference created by over a third of a century of national advertising.



Build Better . . . Build with Genuine
CELOTEX
REG. U. S. PAT. OFF.
INSULATING SHEATHING

THE CELOTEX CORPORATION, 120 SOUTH LA SALLE STREET, CHICAGO 3, ILLINOIS

FEBRUARY 1957

167

Ford HOMES ARE
READY FOR DECORATING

24 hours after delivery!

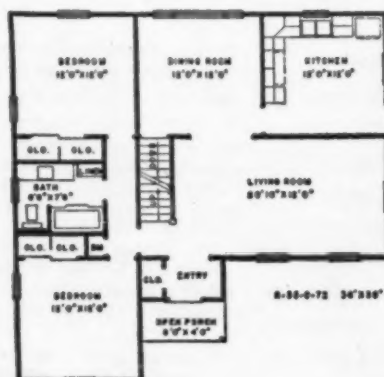
THAT'S RIGHT—BECAUSE

- FORD LAYS THE FINISH FLOORING
- FORD APPLIES THE DRYWALL
- FORD DOES THE WIRING
- FORD APPLIES THE TRIM



Other models available in
**MODERN CAPE COD
RANCH
SPLIT LEVEL**

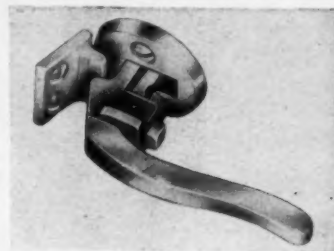
For full details, write on your
own letterhead to Dept. AB



Ford factory-built **HOMES**
Manufactured by IVON R. FORD, INC., McDonough, N. Y.

**American
Builder** New products

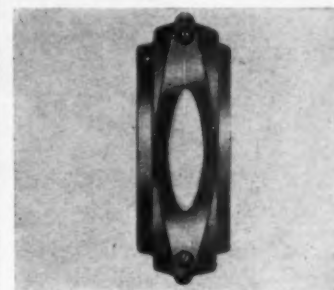
WINDOWS AND DOORS



Screen-storm door latch set for easy installation

New "Contemporary" self-aligning, push-pull latch set is smartly styled in brass or satin aluminum finish. Allows fast installation because it is factory pre-assembled, is also self-adjusting for any standard door thickness. Features exclusive steel plunger for secure locking. J. Chesler & Sons, Inc., Dept. AB, Brooklyn 37, N.Y.

Circle No. 2065 on reply card, p. 156.



New push button for doors is made of plastic

"Signet" is the name given to a new quality push button for bells, buzzers and chimes. Molded from high grade plastic, push button is tarnish-proof, rust-proof and durable. Comes in 3/4" width, styled for almost any type door hardware. From Rodale Mfg. Co., Attn. W. N. Senior, Dept. AB, Emmaus, Pa.

Circle No. 2066 on reply card, p. 156.

Spiral-type sash balance completely preassembled

"Spiraflex" is the first completely preassembled combination unit to offer a truly adequate method of sash balancing, by the use of spiral type balances instead of ordinary suspension springs. Caldwell Manufacturing Company, Dept. AB, 64 Commercial Street, Rochester 14, New York.

Circle No. 2067 on reply card, p. 156.



No Layout For This Way Out!

NEW

Bilco®

STAIR STRINGERS

The finished stairway with a BILCO all steel basement door — the sure sign of a well planned home.



- Quick, easy installation
- Saves layout cost
- Heavy gauge formed steel
- Sturdy and permanent

Here's the answer to building your outside basement stairways quickly, economically. Bilco Stair Stringers go into place F-A-S-T to eliminate lay-out and forming time required for concrete steps. Stringers are cut out to receive standard 2" x 10" wood tread. Available in three sizes to fit masonry opening for each standard size Bilco Basement Door. Be sure to see display at the NAHB convention.

Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 710B NEW HAVEN, CONN., U.S.A.

Please send me complete information about
BILCO Stair Stringers and Basement Doors.

I build ☐ 1-20 ☐ 20-100 ☐ 100-500 houses

NAME

ADDRESS

CITY STATE



HELPS SELL HOMES beyond the city water mains

The Deming "75" Convertible Jet Water System offers the builder a proved solution to the problem of water supply for homes built beyond reach of city water.

Quality Features at Competitive Price

JET PUMP is self-priming, positive, automatic. Easily convertible for either shallow or deep well service.

MOTOR (Capacitor type) has built-in, automatic overload protection. Now available in $\frac{1}{3}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 H.P., as specified.

IMPELLER is accurately balanced and bored.

SHAFT is corrosion-resistant.

ALL-BRASS EJECTOR (No iron to rust).

CONTROL VALVE is easily adjustable for varied depths.

DOUBLE-POLE PRESSURE SWITCH starts and stops pump automatically.

TANK is full weight, galvanized steel for pressures up to 75 lbs. Available tank sizes: 12-gallon, 42-gallon, or larger, as specified.

Get ALL the facts on the Deming "75" Convertible Jet Water Systems. Write to:

THE DEMING CO., 563 BROADWAY, SALEM, OHIO

DEMING

"the Line that has Everything"
IN

PUMPS AND WATER SYSTEMS

**American
Builder**

New products

KITCHEN & APPLIANCES



Hot-food server can be built into cabinets

Toastmaster's new home appliance keeps entire meals hot and tasty for hours without loss of flavor or appearance. It's a two-drawer, stainless steel, electric warming unit that can be built right into kitchen cabinets. Toastmaster Products Division, McGraw Electric Co., Dept. AB, Elgin, Illinois.

Circle No. 2068 on reply card, p. 156.

One piece construction refrigerator-freezer

A refrigerator-freezer combination has been recently introduced that is uniquely built of one piece construction. It is provided with a supporting frame which assures proper height and spacing for ventilation. Features "shell type" condenser, and two control system which allows the refrigerator to be shut off while the freezer continues to operate. Total capacity 13 cubic ft. Antique copper and stainless steel finishes. Preway, Inc., Dept. AB, Wisconsin Rapids, Wisc.

Circle No. 2069 on reply card, p. 156.

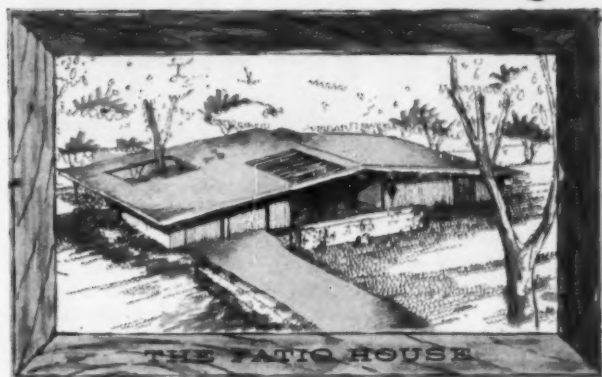
Thrifty-cool pilot standard now on all Dixie ranges

Dixie gas ranges will all be equipped with a Thrifti-Cool needle pilot light at each burner, the company has announced. Pilot system provides instant lighting at burner, has small, needle-like protected flame which does not give off measurable heat in kitchen. Protective shield obviates any further attention, saves two-thirds of pilot gas consumption. Featured in Dixiemaster new "300" series with a 36-in. range as well as all other new Dixie ranges. Dixie Products Inc., S.B. Rymer Jr., Dept. AB, King Edward Ave., Cleveland, Tenn.

Circle No. 2070 on reply card, p. 156.

MODULAR HOMES

all new
Monterrey



*A Distinguished addition
to Modular's noteworthy
Ridgewood, Craigwood,
Heather & Harwood Homes.*

The Monterrey is completely new in mood and treatment—interior and exterior. Attuned to the tempo of today's living, it provides both a roofed front entry patio and a rear garden living-room patio. The latter is unified with the interior living-room by floor to ceiling glass sliding walls. The Monterrey's 1800 sq. feet contains 3 bedrooms, two baths plus large living, dining-family and utility rooms.

Look to the future

Modular Dealers in 1956, against the industry trend will have increased their sales by almost 50% over 1955.

This proven consumer acceptance and dealer success is the result of Modular's use of redwood for exterior and interior . . . massive fireplaces . . . floor to ceiling picture windows . . . fine detailing . . . and the extraordinary flexibility of Modular's post and beam construction that permits satisfying individual family needs plus superior site development. Look ahead. Look to Modular for unduplicated value and styling in 1957.

Write for catalog and dealership details.



CRAIGWOOD



RIDGEWOOD



HEATHER

MODULAR HOMES

BARRETT STATION & DOUGHERTY FERRY RDS.
ROUTE 13
KIRKWOOD 22, MO.

*For paneling,
woodwork and doors
choose*

Idaho White Pine

**one of the dependable woods from
the Western Pine mills**

Works easily and accurately with hand or power tools. Ideal for exterior and interior trim, siding, fine cabinetwork. Takes and holds paints, enamels, other finishes. And it is carefully dried, insuring lower maintenance cost, accurate sizing, improved working qualities.



Write for FREE illustrated book about Idaho White Pine to: WESTERN PINE ASSOCIATION, Yeon Building, Portland 4, Oregon.

The Western Pines

Idaho White Pine

Ponderosa Pine

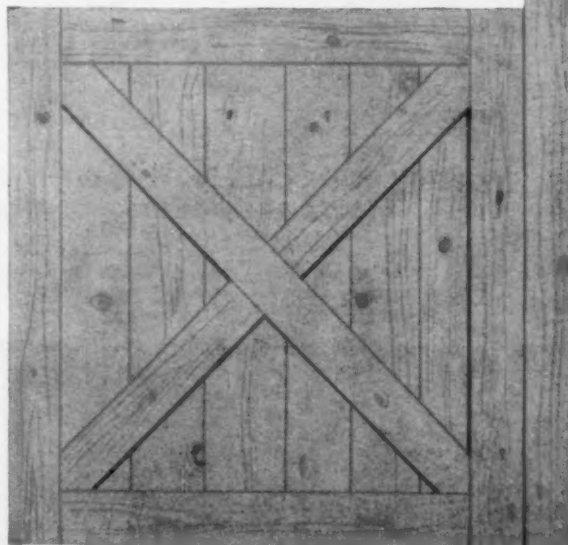
Sugar Pine

and these woods from
the Western Pine mills

WHITE FIR • INCENSE CEDAR
RED CEDAR • DOUGLAS FIR
ENGELMANN SPRUCE
LODGEPOLE PINE • LARCH

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING
GUARANTEES LUMBER TOMORROW



Case History #121
**BUILD BETTER SPLIT-
 LEVELS FASTER WITH
 ROCFORM SYSTEMS**



Buffalo, New York, architect, J. G. Perdy, used versatile Rocform Systems for forming the basement walls and foundation of this split level home. Picture shows a portion of the completed job with framing just beginning. Note absence of snap ties.

CONTRACTOR: United Walls, Inc.,
 182 Westfield, Buffalo, New York

**WHY VERSATILE, COST-CUTTING
 ROCFORM SYSTEMS ARE
 BEST FOR EVERY CONCRETE
 FORMING JOB:**

- They produce up to 3 times more jobs per unit because they're better built, better engineered, better designed.
- They eliminate snap ties.
- They automatically align walls with patented device that assures uniform wall thickness.
- All hardware, including walers, tie rods, tie pins and clamps are fully guaranteed and are replaced without charge.
- They're the fastest and easiest of all concrete forming methods to set up.

**WRITE, WIRE OR CALL NOW! EASY PAYMENT PLAN
 —FREE ENGINEERING COUNSEL**

Get all the facts. We can positively show you how Rocform Systems can save you big money. Large contractor reference file available for your inspection.

Rocform CORPORATION
 Department—AB-3

WORLD'S LEADING PRODUCER OF CONCRETE FORMS

15160
 W. 8 MILE
 ROAD
 DETROIT 33
 MICHIGAN

**American
 Builder**

New products

PAINTS & SPECIALTIES



**Rope caulk does many
 sealing jobs, is reuseable**

D-P Rope Caulk is presented by its maker as a quick and easy sealer around screens, storm sash, doors, transoms and as a gasket for plumbing fixtures. Caulk can be used to weatherstrip or caulk an entire window in a few minutes. Properties include non-hardening, will not chip or crack, can be re-used several times. Resistance to bleeding, staining or discoloration also claimed. Packaged in protective-covered 18 foot and 90 foot rolls. Information from Dicks Pontius Co., Dept. AB, 5300 Huberville Ave., Dayton, Ohio.

Circle No. 2071 on reply card, p. 156.



**Liquid coating for masonry
 goes on damp surfaces**

Surfa-Sele masonry coating, a sealer that can be applied over even damp surfaces for the prevention of moisture seepage and dampness damage, is being featured by Rust-Oleum Corp. In liquid form, it has properties which result in great penetrating and wetting ability. When used on damp masonry surfaces, it displaces trapped moisture, adheres tightly to surface. Rust-Oleum Corp., Attn. Arnold Hoffmeyer, Dept. AB, 2799 Oakton St., Evanston, Ill.

Circle No. 2072 on reply card, p. 156.

KITCHEN MAID

PRESENTS...

THIS YEAR'S

BIG
NEWS

FOR BUILDERS!

Triple H Kitchens

THE WIDEST RANGE OF KITCHEN STYLES, FEATURES AND PRICES EVER OFFERED



HERITAGE LINE



HOSPITALITY LINE



HOLIDAY LINE

Three great new lines meet builder needs on all levels!

Kitchen Maid now makes it possible for you to install *quality* wood kitchens in homes on *all price levels!* Not one, but *three* complete lines for every taste and every budget. Exclusive Shadow-Line styling in three natural finishes, Flo-Line styling in a choice of colors. It's the widest range of selectivity ever offered!

Consider, too, these added advantages. Kitchen Maid is the best known name in kitchens of wood . . . nationally advertised

for over forty years. It's a name your prospects know and respect. Equally important, it enables you to fill the overwhelming preference for wood . . . the *already proved* preference of eight out of every ten women for wood cabinets . . . with the leading name-brand product in the industry!

Whether you're a custom builder, project builder or remodeling contractor, we urge you to **WRITE, WIRE OR PHONE TODAY** for full descriptive material.

HERITAGE LINE—Unquestionably the premier kitchen in the market! Shadow-Line styled, in a choice of Nutmeg, Spicebush, or Cinnamon natural finish.

HOSPITALITY LINE—A moderately-priced line of cabinets, finished in Kitchen Maid's superb new Cinnamon natural.

HOLIDAY LINE—For those who prefer color or white. Embodies Kitchen Maid's famed Flo-Line styling. Top quality in color kitchens.

TERRIFIC NEW DEALER OPPORTUNITIES!

Regardless of whether you're now an established kitchen dealer, or are seriously considering adding a kitchen line, here is the strongest franchise in the field. Competitive pricing . . . a tremendous line . . . unequaled quality . . . a top brand name . . . plus sustained field and factory selling cooperation, national advertising. Make it a point to write today!

KITCHEN MAID
FIRST AND BEST IN
KITCHENS
OF WARM AND FRIENDLY WOOD

MAIL
THIS
COUPON
TODAY!

The Kitchen Maid Corp., 1172 Snowden St., Andrews, Ind.
Gentlemen: Rush information about your new Triple-H Kitchens.
I am a ☐ Builder ☐ Architect ☐ Dealer

NAME

ADDRESS

CITY STATE

LOOK! NEW FORD

The boldly modern styling you see in new Ford trucks for '57 only *hints* at how deep-down modern they really are!

These deep-down modern Fords bring you important new advances in power, more durable frames, stronger axles and springs, and completely new stronger cabs with structural design improvements.

'57 Ford trucks are so modern . . . *so new* you've just got to see what they can do. Get in touch with your Ford Dealer now!

New F-100 pickup with Styleside body standard at no extra cost. Half-ton models are available in either 6½- or 8-foot body lengths.



LOOK again!

They're modern through and through

NEW cabs—completely new—stronger, roomier, smarter! New wider full-wrap windshield. New inboard cab step, new Hi-Dri ventilation, new easy-to-read instrument panel!

NEW hydraulic clutch, standard in all models from pickups to tandems. Easier to operate—works like hydraulic brakes. Clutch and brake pedals are suspended type for extra driving ease!

NEW Styleside pickup bodies, standard at no extra cost. America's biggest pickup bodies! Built wider with all-steel rugged box-section corner reinforcements and recessed taillights. Side loading's far easier with full-width body.

NEW riding comfort! A completely new suspension, big roomy cabs with increased visibility, greatly improved riding and handling ease.

NEW chassis and body strength! New frames, up to 13% stronger. New sturdier axles! New higher capacity springs! New stronger, more durable cabs.

NEW power advances! New higher horsepower, new freer breathing, new higher compression, new Super-Filter air cleaner. New advancements from camshafts to carburetors. Modern Short Stroke design in every engine—V-8 or Six.



TRUCKS *for* '57

New F-350 stake has higher 8.3 to 1 compression ratio standard—V-8 or Six. Chassis improvements include new 3800-lb. capacity front axle.



New F-500 2-tonner has higher horsepower and more rugged chassis construction. More payload capacity than any other 2-tonner.

For '57 and the years ahead —

FORD TRUCKS COST LESS

... LESS TO OWN ... LESS TO RUN ... LAST LONGER, TOO!



California contractor estimates:

Time and labor costs cut 75% with the Remington Stud Driver

Out on the California coast, "Research House" has taken shape. It's an experimental house sponsored by Associated Architectural Publications and the latest tools have been used to build it—such as the Remington Stud Driver.

Contractor Bert Pickney says, "The Stud Driver cuts time and labor costs around 75% in anchoring beam supports, partition sills and furring to concrete. It took us only half a day to install the sills—a 2-day job with bolts. No pre-drilling

is necessary, and sills are set tight! I certainly recommend the Stud Driver to any contractor!"

YOU CAN SPEED ALL STUD FASTENINGS—light, medium and heavy-duty—with the Remington Stud Driver. It sets both $\frac{1}{4}$ " and $\frac{3}{8}$ " diameter studs in steel or concrete—up to 6 studs a minute either size. The tool is cartridge-powered, portable, ready to work anywhere. Forty styles and lengths of Remington Studs to choose from. Get full details by mailing coupon.

Remington

DU PONT

**STUD
DRIVER**

Industrial Sales Division, Dept. AB-2
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

Name _____ Position _____

Firm _____

Address _____

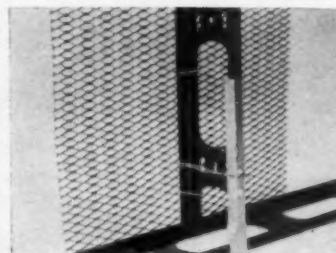
City _____ State _____



**American
Builder**

New products

PAINTS & SPECIALTIES



Steel studs for hollow wall come in five sizes

Chan-L-Form steel studs come in five sizes for non-bearing partitions, furring, or for doubled partitions to allow for ducts. Light weight, easily erected, present no problem in changing direction. Bostwick Steel Lath Company, Dept. AB, Niles, Ohio.

Circle No. 2073 on reply card, p. 156.



Use-tested tag program extended to building materials

McCall's Tag-Tested program is being expanded to include building materials, many types of home furnishings, and equipment. This expansion is the result of requests from numerous companies in other fields. The tag helps consumers select the right product for their needs, and explains individual product features. McCall's, Dept. AB, 230 Park Ave., New York 17, N.Y.

Circle No. 2074 on reply card, p. 156.

Advertising cartoons for contractors' use

Cartoons aimed at the home improvement market are available for contractors for use in advertising. In a series of 52, cartoons show humorous situations about remodeling, need for painting, roofing. David Lilly Cartoons, Department AB, Post Office Box 167, Long Beach 1, California.

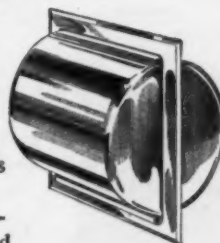
Circle No. 2075 on reply card, p. 156.

AMERICAN BUILDER

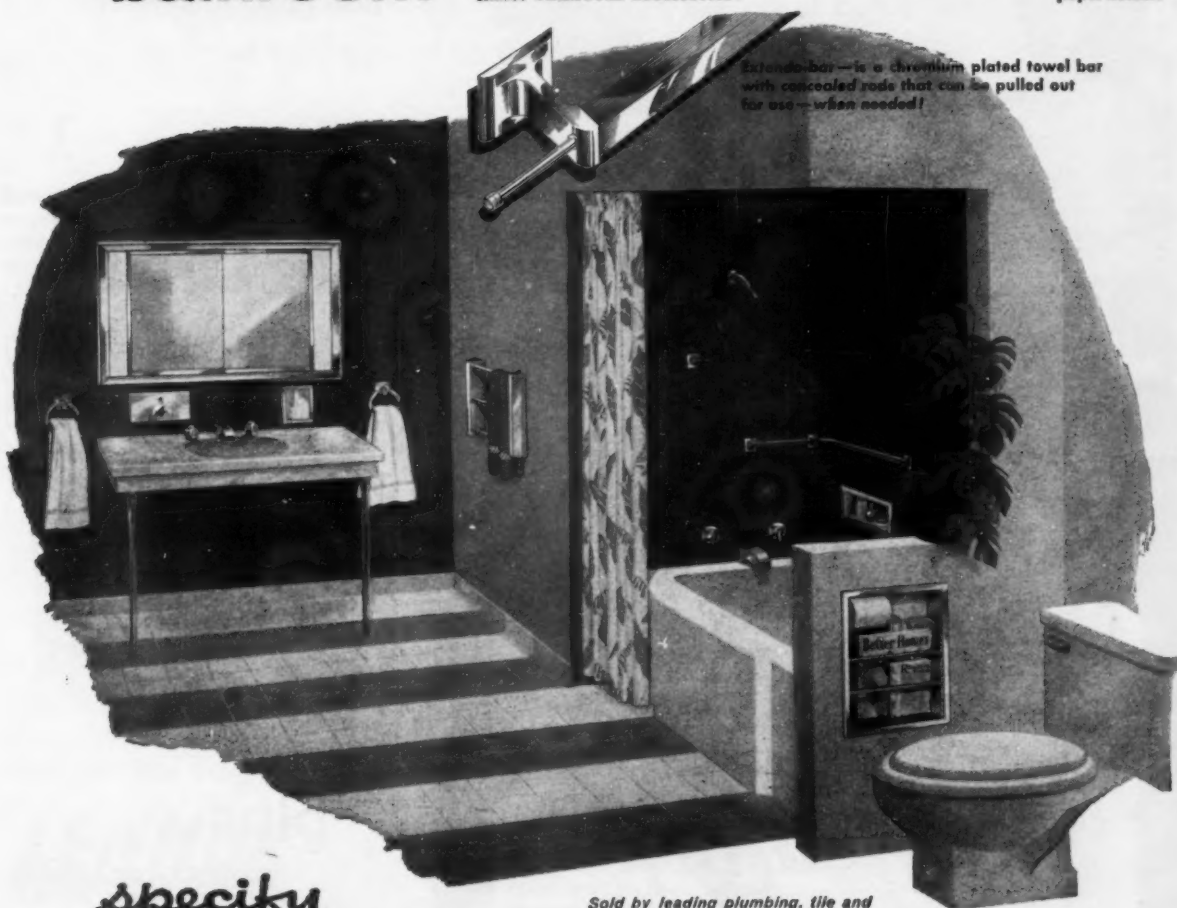
Here's a glamorous practical Hall-Mack bathroom

Bathrooms are one of the most important rooms in any house. With Hall-Mack bathroom accessories you can design and build bathrooms of which you can be truly proud. Hall-Mack's beautifully chrome-plated accessories make any bathroom more attractive, more livable and enjoyable.

Shown here are but a few of the many beautiful and original Hall-Mack accessories that have earned the reputation as the world's finest. They all share Hall-Mack quality—and are all designed with the smart classic styling that blends with any bathroom style or budget. There are several complete lines of Hall-Mack accessories—in several price ranges. You're sure to *always* find a style and idea which best suits your taste and needs. Always...specify and install...Hall-Mack, the world's finest bathroom accessories!



Beautiful chrome plated concealed paper holder.



Extend-a-bar—is a chromium plated towel bar with concealed rods that can be pulled out for use—when needed!

specify

Sold by leading plumbing, tile and hardware dealers everywhere

HALL-MACK®
bathroom accessories
in sparkling *chrome!*

HALL-MACK COMPANY

DIVISION OF TEXTRON INC.

1380 West Washington Blvd., Los Angeles 7, California

☐ Please send your FREE color booklet of new bathroom ideas.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AB-2

Everybody talks about women

Only Lennox gives

the woman's touch

1

Dramatic ads in national magazines for women, to promote the most important Woman's Touch of all—Lennox all-season air conditioning!

Women are sold on air conditioning. A survey of *Ladies' Home Journal* readers shows that 88% want it in their homes. These ads in *Vogue*, *McCall's* and *Living for Young Homemakers* sell women on Lennox all-season air conditioning.



plus...

the world's most complete line of all-season air conditioning equipment—by **LENNOX**

Better-engineered warm-air furnaces and ultra-quiet air conditioning units—127 models in all, one for every home. And this famous equipment is serviced by more than 5600 Lennox Comfort Craftsmen—one right in your community!

SEE OUR CATALOG
IN SWEET'S
LIGHT
CONSTRUCTION
FILE
File No. 82/L2

... gives you some selling help based on one sales feature, but

you a *complete* program to sell women

... a hard-working, dollar-sound, four-part plan that helps builders
and realtors appeal to women in a new, exciting way!

2

**Compelling national ads with
your name and address to
sell women on seeing your
Woman's Touch homes!**

These convincing ads, in *Woman's Day*, read by over 4,000,000 homemakers, and *Family Circle*, read by over 3,600,000 homemakers—your best prospects—tell them why your homes are truly designed with women in mind.



more families buy

LENNOX

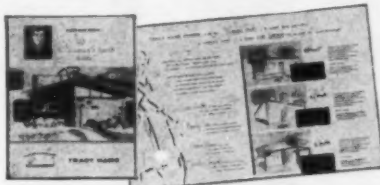
**world leader in all-season
air conditioning for the home**

© 1957 Lennox Industries Inc., heating and air conditioning, founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, Ohio; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.

3

**Big, idea-packed sales
promotion package to help
you turn home-lookers into
home-buyers!**

A collection of selling aids beamed at the woman. Personalized tract brochures, newspaper ad mats, tract signs, in-house display signs, radio commercials, publicity, promotion calendar... to help make this program work wonders for you.



Personalized Tract Brochures

4

**A brochure of Woman's Touch home feature ideas
to give your homes extra
sales appeal!**

A world of wonderful ideas, selected by the editors of leading magazines like *Vogue*, *Woman's Home Companion*, *McCall's*, *Living for Young Homemakers*, *Better Homes & Gardens*, *Parents'* and many others... all yours to use in your model homes.



AND... a national award competition for builders: awards for 10 top home feature ideas! (See coupon.)

— FOR INFORMATION—MAIL THIS COUPON TODAY! —

LENNOX INDUSTRIES INC.
Merchandising Dept. AB-2
Marshalltown, Iowa

Please send me information about the *Woman's Touch* program, including details of the *Woman's Touch* model home promotion package, and your national competition for home-feature idea awards.

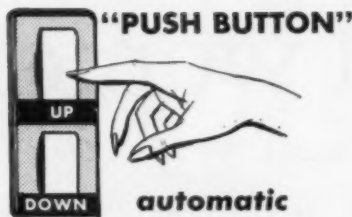
NAME _____

FIRM _____

ADDRESS _____

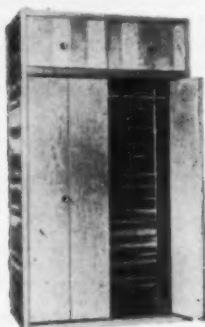
CITY _____ ZONE _____ STATE _____

4 NEW PRODUCTS



ELECTRIC STAIRWAY

Fully automatic... Smooth operating, quiet. It's big, wide and beautiful. Eight inch treads. Precision engineered to last a lifetime and to give trouble-free operation. Complete new design. Many new uses!



NEW!

Prefabricated Cedar Closet—For homes where quality counts. Made of 3/4" tongue and grooved Tennessee Aromatic Red Cedar. Reinforced with 1 1/2" Aluminum angle. Folding doors. Assemble in 30 to 45 minutes. Perfect for your quality homes. Truly a quality PRECISION product.



NEW!

Completely assembled Closet Front—Just set in place. Doors operate on strong aluminum track (top & bottom). Nylon pivot bearings and guides for quiet lifetime service.

NEW! SUPER DELUXE folding STAIRWAY

The ultimate in folding stairways as only PRECISION makes them. Bigger, sturdier. Wide treads. Hydraulic safety checks for easy, efficient operation.

A DISAPPEARING STAIRWAY FOR EVERY NEED

- Precision Standard
- Precision Deluxe
- Precision Super Deluxe
- Precision Electric

the Low Cost Line

- Simplex
- Super Simplex

For complete information on these NEW PRODUCTS write:

PRECISION PARTS CORPORATION

400 North First Street

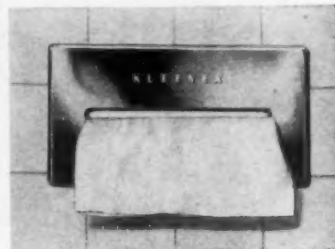
Nashville 7, Tennessee

Manufacturers of America's most complete line of Stairways

American Builder

New products

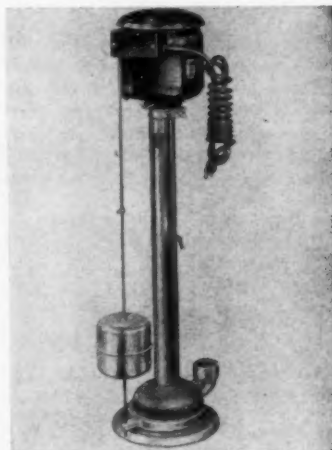
BATHS & PLUMBING



Built-in Kleenex dispenser handy for bathroom

Here's a handy sales plus for the bath. The chrome-finished Kleenex box is designed to slip into a 2" deep wall recess, nails easily to studding. Holds a standard 11 x 5 in. box of Kleenex tissue. Price \$1.25. Kimberly-Clark Corp., Dept. AB, 919 N. Michigan Ave., Chicago 11, Ill.

Circle No. 2076 on reply card, p. 156.



Cellar drainer with double pole switch introduced

An all-new deluxe brass upright cellar drainer with exclusive double pole switch has been added to the Rapidayton line of the Tait Mfg. Co. Sturdily constructed, this heavy-duty switch has double poles which act as two switches operating independently side by side. It is designed to insure unusual dependability, automatic operation, and long life. In addition, this drainer has a corrosion-proof brass rod. \$69.95. Tait Mfg. Co., Attn. R. E. Stewart, Dept. AB, 500 Webster St., Dayton, Ohio.

Circle No. 2077 on reply card, p. 156.

AMERICAN BUILDER

a MUST...
in every modern HOME!

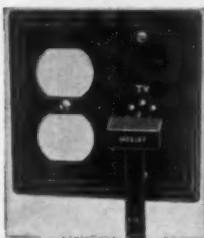
the MOSLEY Television Lead-in Wall Plate Socket!

Now—more than ever, MOSLEY AC/TV Wall Plate Sockets are a true necessity in today's modern home building!

Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home!

MOSLEY Wall Plate Sockets permit plug-in connection of TV set to antenna in several locations through-out the home. Any room can become a TV room—

Decor styling and low cost assure you sales appeal that will turn a prospect into a buyer!



Type AC-1PK.
List Price \$1.87

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.

- Low Cost! • Easily installed to meet electrical codes! • Decor styling to harmonize with existing wall plates! • TV engineered for efficient performance!

MOSLEY TV Wiring accessories are available coast-to-coast. Write for name of your nearest supplier.



32c/8s
Mo.

Mosley Electronics, Inc.

8132 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI

Only BESSLER has the BIG MODELS

to meet your specific needs!



FREE CATALOG
AND
WALL CHART

AS LOW AS

\$53.00
LIST

Generous
Trade

Discounts!

Write for
Free Catalog
and Wall
Chart

BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market St., Akron, Ohio

Bessler Disappearing Stairway Co., 1900-A East Market St., Akron 5, Ohio
☐ Please send free Catalog, Wall Chart, Prices and Discounts

Name

Address

City Zone State

FEBRUARY 1957

INOCULATE
YOUR HOMES
AGAINST...

"SIDING
MEASLES"

MAZE

STORMGUARD

TWICE-
DIPPED

NAILS

THERE'S NOTHING LIKE 'EM!

- ✓ WON'T RUST, STAIN or STREAK
- ✓ HARD STEEL CORE . . . DRIVE BETTER . . . HOLD TIGHT!
- ✓ STRONGER THAN ALUMINUM . . . COST ABOUT 1/3 LESS!

Protect the houses you build from ugly, damaging "Rust-Spots" with Maze STORMGUARD nails. From Coast-To-Coast . . . positive All-Weather and Salt-Air protection!

Win customer satisfaction and F.H.A. approval. Remember—STORMGUARDS are dipped in Molten Zinc . . . not once, but TWICE!

FOR ALL EXTERIOR WORK

- ROOFING • SIDING • TRIM

A TYPE FOR EVERY NEED . . .

Anchor (ring-shank), Spiral, Barbed, Plain Shanks . . . Also Colored Siding Nails—11 stock colors . . . Full Range Of Sizes!

Handy-Packed 5 LB. or 50 LB. BULK CARTONS

WRITE FOR FREE HANDBOOK AND SAMPLES

NAME

FIRM

STREET

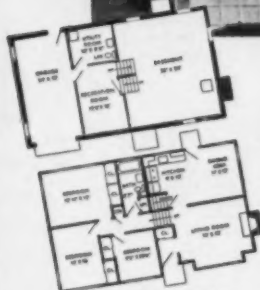
CITY STATE

"IT PAYS TO BUY MAZE"

W. H. MAZE Company

PERU 3, ILLINOIS • PHONE 298

Hodgson is for Builders



Dimensions 42' x 24'

FOR EXAMPLE: *The Windsor*

These fast-selling Hodgson Houses are being handled by Strathmore, Inc., Builder-Developers, So. Windsor, Conn.

ATTENTION

New England, New York and New Jersey Builders!

Write or phone us for interview with one of our trained builder-contact representatives. He will explain all phases of our operation and details of our

1957 HODGSON "Builder Assistance Program."

Hodgson Houses meet all FHA, VA requirements and local codes

Hear us on N. E. Council Radio Serial "THE NEW ENGLAND ADVENTURE"



Prefabrication
at its Finest
Since 1892

Hodgson Houses, inc.

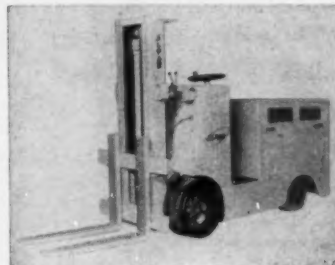
DOVER, MASS., TEL. DOVER 8-0057

N. Y. Sales Office • 730 Fifth Avenue • Circle 7-1691

American
Builder

New products

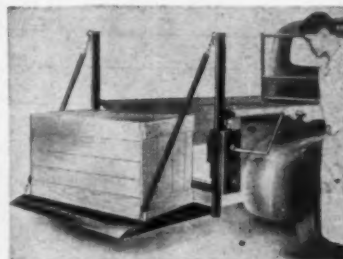
TOOLS & EQUIPMENT



Fork truck has center control, electric power

A new electric-powered, stand-up, center control fork truck with a 10,000 lb. capacity is being marketed by Elwell-Parker. The RT-10 features front wheel drive, rear wheel steer, a travel speed of 4.5 mph without load, 4 mph with load. Contactor control, direction and acceleration in a single control lever. Price: \$10,675. From Elwell-Parker Electric Co., Attn. Everett Sparks, Dept. AB, 4205 St. Clair Ave., Cleveland 3, Ohio.

Circle No. 2078 on reply card, p. 156.



Elevating tailgate adds use to small trucks

The "Jiffy-Lift" elevating tailgate for pick up and express truck bodies is an all steel, ramp-type elevating tailgate with a capacity of 600 lbs. Features simple lifting mechanism with ball bearings throughout permitting driver alone to load and unload heavy articles. Comes completely packaged, ready to install in about two hours. Adds ease and maneuverability to truck body with simple installation of one unit. Price: \$229.50 if delivered east of Rockies. From Midwest Body & Mfg., Attn. C. E. Ashley, Dept. AB, Paris, Ill.

Circle No. 2079 on reply card, p. 156.

**You save
hours
on
every
job**

with

ONAN portable ELECTRIC PLANTS

When you can't use motor-driven tools you lose profits fast. An Onan Electric Plant gives you plug-in electricity *anyplace, anytime*... no waiting for highline hookups... no long extension cords to get fouled up.

Onan 4-cycle electric plants feature split-second starting, long-life, and all-round dependability... with a big weight saving over usual 4-cycle units. The model 205AJ-1P pictured

above delivers 2,500 watts... enough for several saws, drills or other tools and all the lights you need... yet it weighs only 139 pounds. Model 105AK-1P delivers 1500 watts... weighs only 125 pounds.

Onan portable units are completely Onan-built with Onan engines direct-connected to Onan all-climate generators. They are compact, sturdy... and they run longer with minimum servicing.

WRITE FOR FOLDER SHOWING PORTABLE MODELS

D. W. ONAN & SONS INC.

2515 UNIVERSITY AVE. S.E. • MINNEAPOLIS 14, MINNESOTA



FINISH IT and SELL IT FAST



U.S. Pat. 2,232,786
Other U.S. and Foreign
Patents Pending

WITH
Shakertown®
GLUMAC®
UNITS

Tap home the last colored nail and sell the house! No touch-up staining to do . . . just nail the Glumacs in place and the job is done. Glumac units may be applied in any weather. Make more profits with lower labor costs . . . start using Glumacs today!

Shakertown®
FIRST NAME IN CEDAR SHAKES

Famous Glumac units come in 12 beautiful factory-stained colors with matching colored nails. 46 3/4" long . . . they save up to 70% on installation time. Permanently bonded to all-weather asphalt impregnated insulation board.

Write for Your Builders "Bell Ringer" Program

THE PERMA PRODUCTS COMPANY
20310 Kinsman Road
Cleveland 22, Ohio

Please send me your "Bell Ringer" Program . . .

Name

Address

City State

color

NUTMEG BROWN, CANYON CORAL, SUNTAN, EVERGREEN, TRUGREEN, APACHE GOLD, DOVE GRAY, WHITETONE, TANTONE.

design

ATTRACTIVE WOOD-SHAKE PATTERN AND PRONOUNCED, HORIZONTAL SHADOW LINES.

long life

MADE OF ASBESTOS FIBER AND PORTLAND CEMENT...PRACTICALLY INDESTRUCTIBLE! NEVER NEED PROTECTIVE PAINT.

siliconed

TREATED WITH SILICONE TO MAKE WATER-BORNE DIRT RUN RIGHT OFF.



K&M "NU-GRAIN" ASBESTOS SIDING SHINGLES

Check SWEET'S LIGHT CONSTRUCTION FILE.
See your K&M distributor or write directly to us. Information also available on K&M Roofing Shingles.

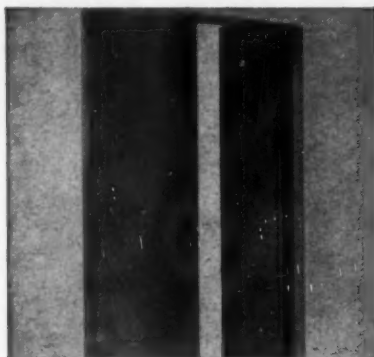
KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA





Building News

UNITED STATES PLYWOOD CORPORATION



Bi-Fold Novoply doors also available with birch face and in complete kits, including tracks.

Bi-Fold Door will not warp

Now—Weldwood Bi-Fold doors made of Novoply—the flattest wood panel ever made. Won't bulge or twist; guaranteed not to warp. Weldwood Bi-Fold doors come in 6' 8" and 8' heights; widths: 3', 4', 5', 6'.



Another Duraply-built home. Corner construction is easy with special aluminum corner pieces that install quickly, cost only pennies.

TOUGH OVERLAID PLYWOOD SIDING SAVES INSTALLATION TIME AND COST

New Duraply® plywood has a special overlay that requires less paint to cover and resists paint blisters. Duraply also ends most serious checking. Duraply panels can be installed over studs with no sheathing, where local building codes permit. And Duraply lap-cut siding, in 12" and 16" widths, means less courses to close in a house. Lap-cut Duraply has furring strips pre-attached and back-up wedges are included in every carton. Duraply is completely weatherproof, easy to work. And it's one of the easiest ways to build a better house . . . and save money.

Savings on labor and paint make pine plywood best cabinet material

Savings on painting and labor, and the extra satisfaction it gives make Weldwood Old Craftsman Pine Plywood the material for built-ins and cabinets. Weldwood Pine produces less edge-splintering, needs less sanding, and actually needs less paint to cover. It's strong, easy to work, stays flat!

Weldwood Old Craftsman Pine Plywood has another advantage: it's made with exclusive, mold-resistant L-1R glue. And Weldwood Pine even exceeds the Pine Plywood Commercial Standards. Whether you build your own cabinets, or have them made, insist on Weldwood Pine Plywood for extra quality at no extra finished cost.



In laboratory test, unexposed side of the Weldwood Fire Door was 650°F. cooler than hollow metal fire door tested in same conditions.

Wood-faced Fire Door protects against flame and heat

Now you can have a fire door which combines the *beauty* of handsome hardwood surfaces and the *protection* against fire and destructive heat that's so necessary in homes, hospitals, schools, institutions and commercial buildings. For the wood-faced Weldwood Fire Door has a core of Weldrok®—a lightweight mineral material that's incombustible.

Weldwood Fire Doors come with birch, mahogany, walnut or other hardwood faces; doors carry the UL label for class "B" and "C" openings. Furthermore, they're guaranteed against warping, twisting and manufacturing defects for the life of the installation. And that includes all labor costs of hanging and refinishing involved.

Weldwood Fire Doors are available in 15 sizes from 2'4" x 6'8" to 4' x 7'; thickness: 1 3/4". Vision panel openings available: 10" x 10"; 8" x 12".

— READER SERVICE COUPON —

United States Plywood Corporation
55 West 44th St., New York 36, N. Y.

AB 2-57

Please send the following:

Sample of Weldwood Pine Plywood #1457 48-p. Weldwood Catalog
#1413 Weldwood Duraply #1663 Weldwood Doors

☐ Please have representative call

NAME
COMPANY
ADDRESS
CITY STATE

SPLIT FACE

SAND SAWED

SHOT SAWED

INDIANA LIMESTONE



Versatile Economical Popular

A remarkably versatile material, adaptable to every building type, large or small. Proven by three generations to be economical, and recognized today as the most popular, most desirable of all building materials. Follow the lead of builders who know—use Indiana Limestone.

MAIL COUPON TODAY



**INDIANA
LIMESTONE
INSTITUTE**

Dept. AB-27, Bedford, Indiana

YES, send me the free colorful brochures now available:

- ☐ "INDIANA LIMESTONE —
When You Build a Home"
- ☐ "INDIANA LIMESTONE —
When You Build a Church"

NAME _____

ADDRESS _____

BUSINESS OR PROFESSION _____

CITY _____

STATE _____

**American
Builder**

New products

TOOLS & EQUIPMENT



Drive tool fastens to concrete, masonry, steel

Hand fastening tool which can fasten to concrete or steel now marketed by Omark Industries. Tool concentrates force of hammer blow in head of special hardened steel drivepin held securely in tool. Omark Hammer Drive has plastic-covered steel tool body and driving ram. Plastic washer holds pin steady while pin is being driven into concrete or other material. Price: \$23.95 for tool hammer plus metal kit box. From Omark Industries, Attn. Lynn H. Hall, Dept. AB, 5001 S. E. Johnson Creek Blvd., Portland 6, Ore.

Circle No. 2080 on reply card, p. 156.

New machine sharpens circular saw blades

A new saw sharpening machine for circular blades ranging from 1-inch up to and including 2-inch diameters is now available. The complete Treyco Model SP-160 Sharpener includes grinding stand with oil-less bronze bearings, two 6-inch grinding wheels, V-belt, adjustable mounting base, 1/2 HP motor and instruction manual. Can be used either on-the-job or in shop. Price: \$64.95, complete with motor. Treyco Products, Attn. Albert F. Lotz, Sr., Dept. AB, 149 Longmeadow Rd., Buffalo 23, N.Y.

Circle No. 2081 on reply card, p. 156.

Light duty hoist tower takes loads to 2,000 lbs.

Designed to operate under loads up to 2,000 lb. for heights up to 50', the Bil-Jax material hoisting tower assembles with standard parts, with frames and braces in a variety of sizes to fit those already owned. Bil-Jax, Incorporated, Department AB, Post Office Box 38, Archbold, Ohio.

Circle No. 2082 on reply card, p. 156.

LOOKING FOR

LOW COST

FIBERGLAS PLASTIC PANELS

with

NO SACRIFICE IN QUALITY

... then you want

SHEN-O-LITE

—in quality

THE LEADER —in beauty

—in service

Flat and corrugated panels in various lengths and widths for sky-lighting, side-wall lighting, office partitions, patio roofs, breezeways, awnings, etc. Flat panels for glazing. A variety of pleasing colors.

Meets Government Specifications

Wire—Write—Phone

Shenango Crafts, Inc.

West Middlesex, Pa.

Phone LA 8-3659

LEARN TO ESTIMATE

You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?" Become a successful building contractor by devoting some spare time to the study of our estimating course.

WHAT WE TEACH

We teach you to read plans, list and figure the cost of materials, estimate the costs of labor, and the other things that you need to know to bid on construction work with confidence. The labor cost data that we supply is not vague and theoretical—it is specific, complete, and accurate—it gives you the actual cost of labor required to do work in your locality at today's wage scales. We teach you to prepare estimates complete in every detail.

OUR GUARANTEE

Best of all you don't need to pay us one cent unless you decide that our course is what you need and want. We will send you plans, specifications, estimate sheets, cost data, and complete instructions for ten days study, so that you can see for yourself what this course can do for you. Mail the coupon today—we will do the rest.

CONSTRUCTION COST INSTITUTE

Dept. A257—Box 8788
University Station—Denver 10, Colorado

Send me your course on how to estimate building construction costs for ten days study. If I decide to keep it, I will send you \$19.75 (payable in two monthly payments) as full payment. Otherwise I will return the course, and there is no further obligation.

Name _____

Address _____

City _____ Zone _____ State _____

Rō-Way Doors...

High Wide and Handsome



FREE LITERATURE

Write for free descriptive folders on Ro-Way Overhead Type Doors. Indicate whether interested in commercial, industrial or residential models.

If it's extra height you need in commercial doors—or extra width—there are Ro-Way models specially designed to fill the bill.

And high or wide, they're handsome. The clean lines of any Ro-Way overhead type door blend neatly into your modern building designs and combine smart appearance with utility.

Ro-Way doors are brutes for punishment, too. They're engineered to keep their perfect balance and snug fit even after years of heavy duty action. That's because they're made from carefully selected lumber and smooth, durable Masonite® Dorlux® panels . . . because mortise and tenon joints are both glued and steel doweled . . . because Taper-Tite tracks and Seal-A-Matic hinges are specially designed for easy opening and weather-tight closing . . . because they glide quietly on ball bearing rollers with Double-Thick Treads . . . because spring power is individually matched to the weight of each door . . . because the heavy-gauge hardware is both Parkerized and painted for maximum rust prevention.

Specify Ro-Way doors for your next commercial, industrial or residential building. They come in standard and special sizes to meet any design problem.

there's a Rō-Way for every Doorway!



COMMERCIAL • INDUSTRIAL • RESIDENTIAL

ROWE MANUFACTURING COMPANY
782 HOLTON STREET • GALESBURG, ILLINOIS

Motels make **B & G Hydro-Flo** HOT



ONLY WATER OFFERS ALL 5

- ▶ Comfort heating
- ▶ Summer cooling
- ▶ Hot faucet water
- ▶ Zone control
- ▶ Snow melting



B&G Flo-Control Valve
Helps keep indoor temperature uniform.

Everything for heating and



B&G Monoflo Fitting
Permits use of single main—cuts piping cost.

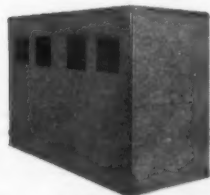


B&G Relief Valve
Protects boiler against excessive pressure.

WATER HEATING the key to full occupancy



cooling with water



B&G Package Water Chiller
for summer cooling systems.



**B&G snow melting
heat exchanger**
Connects to same boiler
that heats the house.

•Reg. U. S. Pat. Off.



Mr. Builder, these signs should give you something to think about! Motel owners everywhere make a strong point of "Radiant Hot Water Heat" as the final luxury touch to today's fine motor court accommodations.

The same features which make forced hot water heating alluring to travelers can be applied as a distinguishing mark of genuine quality to your homes!

B&G Hydro-Flo Forced Hot Water Heating offers all the superior comfort advantages of radiant heat. Sunny warmth so smoothly controlled that every change in the weather is met with a corresponding change in the heat supply. No over heating—no under heating—no drafts—no fuel waste! And a year 'round supply of hot faucet water—always plenty for automatic washing appliances.

Now add these *plus values*, which can be included when building or at any time thereafter... zoning for different temperatures in different parts of the house... snow melting... and summer cooling in a manner which makes no compromise with the best in heating.

Builders of homes in every price bracket are capitalizing on the distinction offered by the B&G Hydro-Flo System. Your local B&G Representative will be glad to give you full information.



B&G BOOSTER

The B&G Booster Pump is the key unit in a B&G Hydro-Flo System. Quiet, dependable, long-lived... over 2,000,000 have been installed to date.

BELL & GOSSETT

C O M P A N Y

Dept. ER-11, Morton Grove, Illinois

Canadian License: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto, Canada

"ROTO-GLO"

MERCHANDISING HELPED US SELL 100 HOMES IN 60 DAYS"



The Muhlbanits
Lincoln, Nebraska
Architect:
Unthank &
Unthank



Strauss Bros. of Lincoln, Nebraska aimed for quick sales. And Roto-Glo quiet switches helped them roll up a record!

Strauss specified Roto-Glo, not only because it's a top-quality switch, but because the *largest national advertising and merchandising campaign in wiring device history pre-sold their home-buying public on Roto-Glo*. And for only a few cents more per switch, Roto-Glo gives a touch of luxury in every room. Whisper quiet, glow-in-the-dark knobs, Roto-Glo is designed for quick, economical installations.

Here are some of the P&S merchandising aids Strauss Bros. used to cash in on Roto-Glo popularity. Eye-catching mobiles, display cards, and switch tags...all were used to tie in Strauss Bros. homes and P&S advertising.

To learn how you can cash in on Roto-Glo advertising...for your **FREE** supply of merchandising aids, see your wholesaler or write us direct to Dept. AB-7.



PASS & SEYMOUR, INC.

SYRACUSE 9, NEW YORK
60 E. 42nd St., New York 17, N. Y. 1229 W. Washington Blvd., Chicago 7, Ill.
In Canada: Renfrew Elec. & Refrig. Co., Ltd., Renfrew, Ontario

MAKE THE COMPLETE JOB COMPLETELY P&S

SAFETY & SOUND



Heating system used to pipe music through house

Alsto has announced a central entertainment system that feeds sound from records, T.V. or radio into a warm air heating system. "Registered Music" is installed by running wire from sound location to a specially developed electronic speaker attached to plenum chamber or dome of warm air heating system or air conditioning ducts. Heat-resistant speaker broadcasts true-fidelity sound into heating system and out through warm air registers throughout house. System, including speaker, steel mounting case and transmitter wiring lists at \$37.50. Alsto Co., Attn. M. Gardner, Dept. AB, 4007 Detroit Ave., Cleveland 13, Ohio.

Circle No. 2083 on reply card, p. 156.

New model doorchimes double as dinner chimes

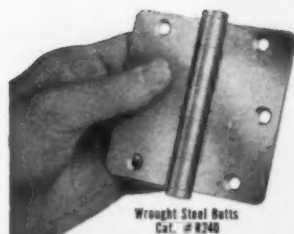
Rittenhouse Company's "Precedent" model is an eight-note electric door chime. Has solid, brushed brass chime tubes, suspended from hand-burnished walnut block. Comes with decorative xylophone-type mallet permitting chimes to be used for dinner call or other household purposes. Available complete with timer and transformer or without. Rittenhouse Co., Attn. J. P. McCarthy, Dept. AB, Honeoye Falls, N.Y.

Circle No. 2084 on reply card, p. 156.

Range hood has blower, light and intercom

A range hood with blower, light and vent pipe plus a five room-to-room-front door music and intercom system is built into one compact unit. In copper, aluminum and white, 36 to 42" wide. Price: \$99.50 to builders. C & H Supply Co., Dept. AB, 1620 Manufacturing Street, Dallas, Texas.

Circle No. 2085 on reply card, p. 156.

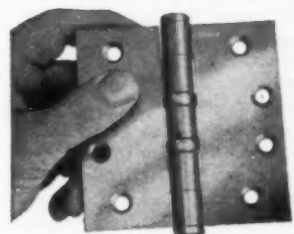


more and more builders
are saying:



"Let's use
GRIFFIN[®]
In Our Houses"

Builder's Special
Cat. #540



Cat. #BB107
Template Butts, Button Tips
with permanently attached Bearings

Here's the "dependable line
of hinges to use in all light
construction work" . . .
that's the trade's way of
saying, "We like to buy
and use Griffin products."

A full line of wrought steel
butts and all shelf hard-
ware. Send for new catalog
sheet on our #540 Builder's
Special.

GRIFFIN[®]
"since 1899"
MANUFACTURING CO. ERIE, PA.

**TRY ONE ON
YOUR NEXT
MODEL HOME**



**READY MADE
FOR PROFITS**

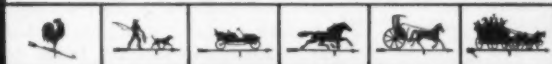
NEW PACKAGED CUPOLA KIT

Large size Cupola, (30" high,
roof 23" sq., base 19" sq.)
complete ready to assemble.
Couldn't be scratch built for
less than \$75 — yet your cost
is less than 1/4 of this figure.
Can be used for ornamenta-
tion or as a roof ventilator.

IMPROVES
APPEARANCE OF
OLD AND NEW
HOMES

Write for Catalog—
Include your Jabber's name.

Wrought Iron Weather-vanes to go with Cupola.
Mfgs., Reps., Desirable territories open. Write.



WILLIAMSBURG BLACKSMITHS

BOX 203 • WILLIAMSBURG, MASS.

**"Building line squeeze
a breeze
for my Berger convertible"**

says A. E. Freed,
Homestead Construction Co.,
White Plains, New York



"We constructed this one-family house on a particularly narrow
lot and zoning regulations left no margin for error on the side
yards. But my new Berger Convertible hit it 'on the button'—
just as it has on all our jobs. We use our Berger to stake out the
foundation, check the footing level, set up grade lines, check
grade levels for septic tank systems and many other jobs. I find
the Berger particularly easy to set up. It's a fact that our accuracy
in measuring and our savings on labor have long since paid
for its cost."

That's because the Berger Convertible is built for *builders*.
The new, ultra-sharp 22 power 10 1/2" erecting internal focusing
telescope gives you a crisp, clear image over long sights as well
as at distances as close as three feet. Rugged brass and bronze
construction—dust protected leveling, clamp and tangent screws
—it takes the bumps in the field and stays on the job without
time lost for repair.

**Why the new Berger Convertible with
3-ft. short focus is the best buy . . . Compare**

TELESCOPE:	Short focus 3 feet; bronze; erect image; power 22 diameters; diameter of objective 35 mm.
OPTICS:	Coated—brilliant, clear image
FOOT PLATE:	Forged brass; trivet integral
YOKE FRAME:	Cast bronze
HORIZONTAL CIRCLE:	Forged brass, with double vernier reading to five minutes
VERTICAL ARC:	With double vernier reading to five minutes
LEVELING BASE:	Four screws; nickel silver leveling screws with cold and heat-resistant heads
SPINDLE:	Forged steel
SHIFTING PIECE:	Forged brass; to shift instrument without resetting tripod
POSITIVE LOCKING MECHANISM:	Converts instrument from transit to level with ease and speed and stays in adjustment at all positions
PLATE LEVEL:	In addition to telescope vial; for easier, better leveling control
CASE:	Mahogany transit case
TRIPOD:	Straight grained, kiln dried white ash

Instruction manual for layout and instrument use.

**Instrument, complete with mahogany transit case, tripod,
plumb bob, sun shade . . . \$219*.**

Write for literature on the Berger Convertible, our 12" Dumpy
Level, Service Transit-Level and Duplex Level. And ask about
our Engineers' Transits and Levels.

C. L. Berger & Sons, Inc., 47 Williams St., Boston 19, Mass.
*F.O.B. Factory.

THE BEST IN-SIGHT IS



BERGER

ENGINEERING AND SURVEYING INSTRUMENTS...SINCE 1871

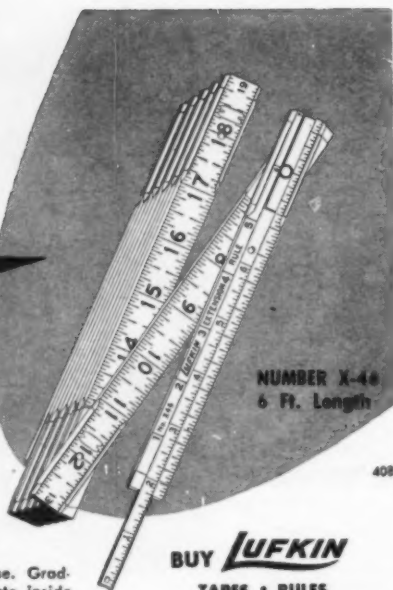
Only **LUFKIN**
"Red End" X-46
FOLDING
WOOD RULES

OFFER
 ALL THESE
 ADVANTAGES

- ✓ BRIGHT RED SEALED ENDS ...
 YOUR GUARANTEE OF
 QUALITY
- ✓ EXTENSION SLIDE
 FOR INSIDE MEASUREMENTS
- ✓ EXTRA-STRONG, EXTRA-
 THICK HARDWOOD SECTIONS
- ✓ PATENTED LOCK JOINTS
 TO ELIMINATE END PLAY
- ✓ LONG WEARING
 PLASTIC FINISH

A rugged rule for hard day-after-day use. Graduated 6-inch brass slide permits accurate inside measurements. Precision built slide runs in T-slot with stop at each end. Extra-thick straight grained hardwood sections are more rigid. Patented triple-locking spring joints eliminate "end play" and maintain accuracy. Graduated brass end caps are set flush. Solid brass strike plates prevent wear on markings. Bold markings are embedded in the wood. Clear plastic protective coating. With or without folding end hook.

BETTER MEASURE WITH **LUFKIN**



BUY **LUFKIN**

TAPES • RULES
 PRECISION TOOLS
 from your hard-
 ware, lumber or
 tool dealer

THE LUFKIN RULE
 COMPANY

SAGINAW, MICH.
 NEW YORK CITY
 BARRIE, ONTARIO

the reversible, removable top plate in

Broan Range Hoods

makes ALL jobs easy



One installation will convince YOU

Specify a Broan range hood for one of your next homes. Note how the reversible, removable top plate with rectangular and circular knock-outs is ready made for steel or wood cabinets. No extra cutting or fitting is involved. Then choose from three ventilating systems available — all made by Broan — the blower or fan that best meets the requirements of the job. Next examine the rich beauty and fine craftsmanship

of these versatile hoods and see for yourself the full flood lighting, and the five push-button controls that are eye high and at arm's reach.

This one experience will convince you that your kitchen will be better, your costs lower, your customers more satisfied. Try it and see. Write for the name of the Broan distributor nearest you and for a fully illustrated specification bulletin.

Broan MANUFACTURING CO., INC.

Specialists in Quality Ventilating Equipment for 25 Years

938 West State St.
 Hartford, Wisconsin

near Milwaukee

American
 Builder

New products

BUILDING SPECIALTIES



Decorative railings lend
 beauty and elegance

Trey aluminum railings, a new product for residential and commercial use, now bring decorative railings into the price range of all. Maintenance free, the railings feature a fastening device which eliminates the need for welded joints, thus making assembly and installation simple. All can be assembled with a few tools in a matter of minutes. Trey porch railings created by engineers for beauty as well as for practicality, feature many light and airy designs and styles. Custom initial and scroll designs also available. Trey Products, Inc., Attn. Mr. Charles Lazin, Dept. AB, 21711 Republic Ave., Oak Park 37, Michigan.

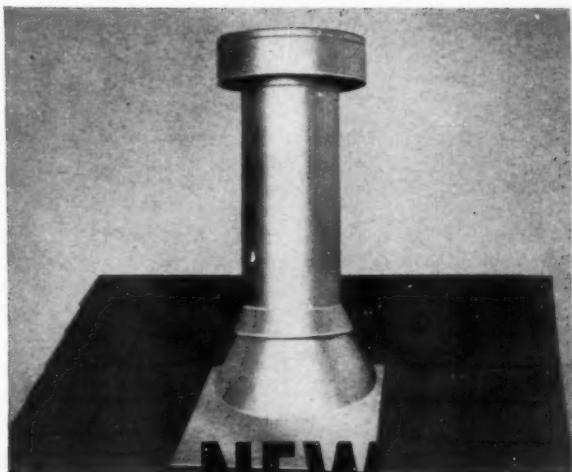
Circle No. 2098 on reply card, p. 156



Fiberglass cover protects
 residential meters

Protection for gas meters is offered by Meter Dome. The A-2 model shown here is of one-piece, neutral tan fiberglass with a perma-sealed reading window plus insect-proof, non-fog, screened ventholes. Dome, which can be easily painted to match background will hold up to 425 cu. ft. meters. Model A-2 slips on or off easily with flanges slotted at each corner for screws. Price: \$17.50 net, fob Hebron, Ohio. Information from Buckeye Supply Co., Attn. Smith P. Astorg, Dept. AB, P.O. Box 1231, Zanesville, Ohio.

Circle No. 2086 on reply card, p. 156



NEW AIR-JET® "B" VENT

A Superior Gas Chimney!

EXTRA STURDY New design and special construction assure extra strength and rigidity.

NOW ...

The new "B" VENT makes Air-Jet the most complete packaged chimney line.

Vent pipes available in diameters of from 3" to 12". Both oil and gas models Air-Jet chimneys available with decorative top housings.

SAVE WAREHOUSE SPACE

*New "B" Vent Gas Chimney Plus All-Fuel Chimney
Now Offer You*

**A COMPLETE LINE
OF PACKAGED CHIMNEYS
FROM ONE SOURCE!**

YOUR CHOICE OF
**8 SMART
TOP HOUSINGS**



One of 8 top designs

WRITE:

**GENERAL
PRODUCTS CO., INC.**
FREDERICKSBURG, VIRGINIA



FEBRUARY 1957

MODEL
200 DTM

**big capacity,
all around utility...
with less
equipment
investment**

MOUNTS ON ANY 1½ TON
OR LARGER TRUCK

**here's the
easy-to-operate
hydraulic
workhorse**

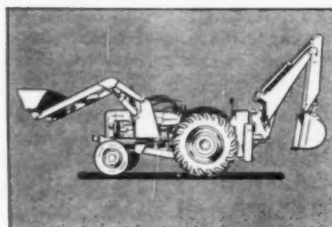
HOPTO
DIGGER • SHOVEL • CRANE

Mount the quarter-yard hydraulically operated HOPTO on any one and a half ton or larger truck! Give a good, non-skilled worker a couple of hours to familiarize himself with the four simple hydraulic controls. Then turn HOPTO loose on your toughest job. You'll be profitably amazed at the amount of work done by this fast-cycling, 200° swing unit! Hydraulic outriggers quickly stabilize HOPTO with a firm operating base. Heavy-duty HOPTO bites into blacktop, roots and other pick and shovel obstructions keeps schedules rolling!

DOES THE WORK OF 16 MEN ON 101 JOBS!

HOPTO digs 11' deep, loads in highest truck. Special dipper stick extension tilts bucket thru 180° . . . digs straight-sided, square-cornered holes! Here's the hired man that never gets tired or fired! HOPTO is the low-cost, heavy-duty unit you can mount on a truck already 'written off' and have a mobile shovel, crane . . . at lowest equipment investment!

A wide variety of backhoes and shovel buckets adapts HOPTO to your exact requirements!



CHOICE OF MODELS

HOPTO is available in two additional models for truck mounting. Units for wheel or track-type tractor mounting as well as complete wheel and track-mounted units, a power take-off and a self-powered trailer model. Available with 24 G.P.M. or 36 G.P.M. hydraulic system.

Write for complete information
and name of nearest dealer



BADGER MACHINE CO.
WINONA, MINNESOTA • DEPT. 23



**As easy to move as
an electric hand saw!**

- 1. New Money-Saving features** . . . No DC brushes; just two easy-to-get-at collector ring brushes . . . No commutator or DC windings . . . No intermediate couplings; armature keys directly to shaft. Fewer parts to wear out — longer trouble-free generator service.
- 2. Constant Voltage** . . . less than 4% change from no load to full 1500 watt capacity . . . assures long service life for your electric tools . . . guarantees top performance at all times.
- 3. Overload Capacity** . . . 1500 watt continuous duty with generous overload capacity prevents tool stalling under heavy loads . . . insures uninterrupted service even when starting loads exceed operating loads.
- 4. Compact and Lightweight** . . . one man can easily carry this 90 lb. generator wherever you need electricity to power time-saving

ALL NEW DESIGN!

Simple... Foolproof... Low Cost

1500 WATT HOMELITE GENERATOR

Model 35A115
Homelite Generator
1500 Watts, 115 Volt
60 Cycle AC



WEIGHS ONLY 90 LBS

electric tools. No need for long, hazardous power-consuming cables.

Whatever tools you want to operate — electric saws, drills, floodlights, grinders, belt sanders, hammers, — the new Homelite 35A115 generator can save you money. For a free demonstration or additional information, call your nearest Homelite representative, or write:

SAVE EVEN MORE! New Homelite idle control unit, available as optional accessory, runs engine at idle speed when no current is drawn . . . automatically brings engine to full speed when load is applied.

Ask your Homelite representative to show you how this easily-installed accessory reduces engine wear . . . increases service life . . . cuts fuel consumption.

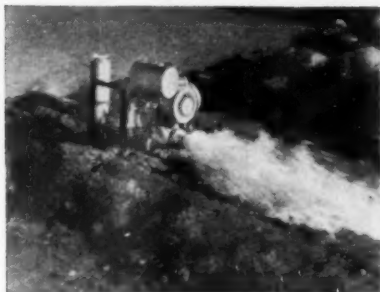
HOMELITE

A DIVISION OF TEXTRON, INC.

502 RIVERDALE AVE., PORT CHESTER, N. Y.

Manufacturers of Carryable PUMPS • GENERATORS • BLOWERS • CHAIN SAWS

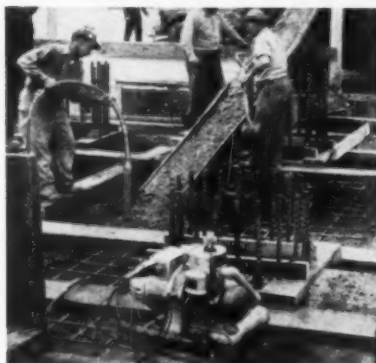
Full Line of Carryable Construction Equipment Now Offered by Homelite



Carryable Diaphragm Pump . . . This self-priming, 120 pound diaphragm pump will handle water in the thickest sand, muck, or mud. Capacity: 5,000 g.p.h. Size: 3". Complete line of centrifugal pumps are also available in sizes from 1½" to 3".



Chain Saws For Every Job . . . Now you can choose from a full line of lightweight, powerful Homelite chain saws. From 3½ to 7 horsepower . . . 19 to 29 pounds. Brush cutting and clearing attachments are available to handle all your cutting jobs.



One-Man Electric Vibrator . . . It takes only one man to place concrete with powerful, Homelite high-cycle or universal electric concrete vibrators. Carryable Homelite generator provides power for high-cycle vibrators and 110 volt DC for all universal vibrators, tools and floodlights.

HOMELITE
a division of Textron Inc.
PORT CHESTER, NEW YORK

FEBRUARY 1957

American Builder New products



Rubber control joint for masonry walls

Cross-shaped rubber extrusion to be used with standard metal sash blocks in concrete masonry walls. Blok-joint provides quick secure interlock. Comes in 8", 24", 48" and 50" lengths, for weatherproof seal. Carter-Waters Corporation, Dept. AB, Kansas City 8, Missouri.

Circle No. 2087 on reply card, p. 156

Sun control with canvas draperies of any size

Shade is economically provided with draperies of versatile canvas. Can be designed in any shape or size, and are available in many colors. Feature low initial cost and upkeep. Mildew, water and fire-resistant treated. Canvas Awning Institute and Nat'l. Cotton Council, Dept. AB, P.O. Box 9905, Memphis 12, Tenn.

Circle No. 2088 on reply card, p. 156



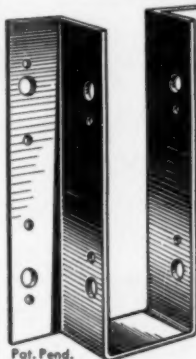
Aluminum building corners packed for handling

Packed in handsome boxes of 100 units for easy shipping, rustproof aluminum corners have clean, modern look. Available in 13 different sizes for all popular thicknesses and widths of siding. Nichols Wire and Aluminum Company, Department AB, Davenport, Iowa.

Circle No. 2089 on reply card, p. 156

Better Building Begins WITH KANT-SAG

JOIST SUPPORTS



Pat. Pend.

- Available in all widths
- Pay for themselves many times over in labor savings
- Support 4-ton load at point of contact
- Perfect fit without notching or shimming
- Drilled both ways for nails or bolts
- Serve as Tie-in plus support of structure

Greatest advancement in structural supports in the past 50 years

One size does the job on 6", 8", 10" and 12" joists



FLUSH CEILINGS



ADD-ON PROJECTS

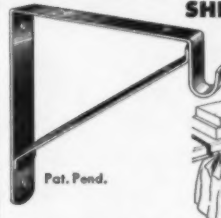


LOWERED CEILINGS

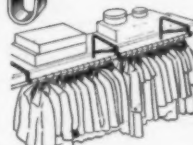
The SAG is Gone for Good WITH

KANT-SAG

SHELF and POLE BRACKETS



Pat. Pend.

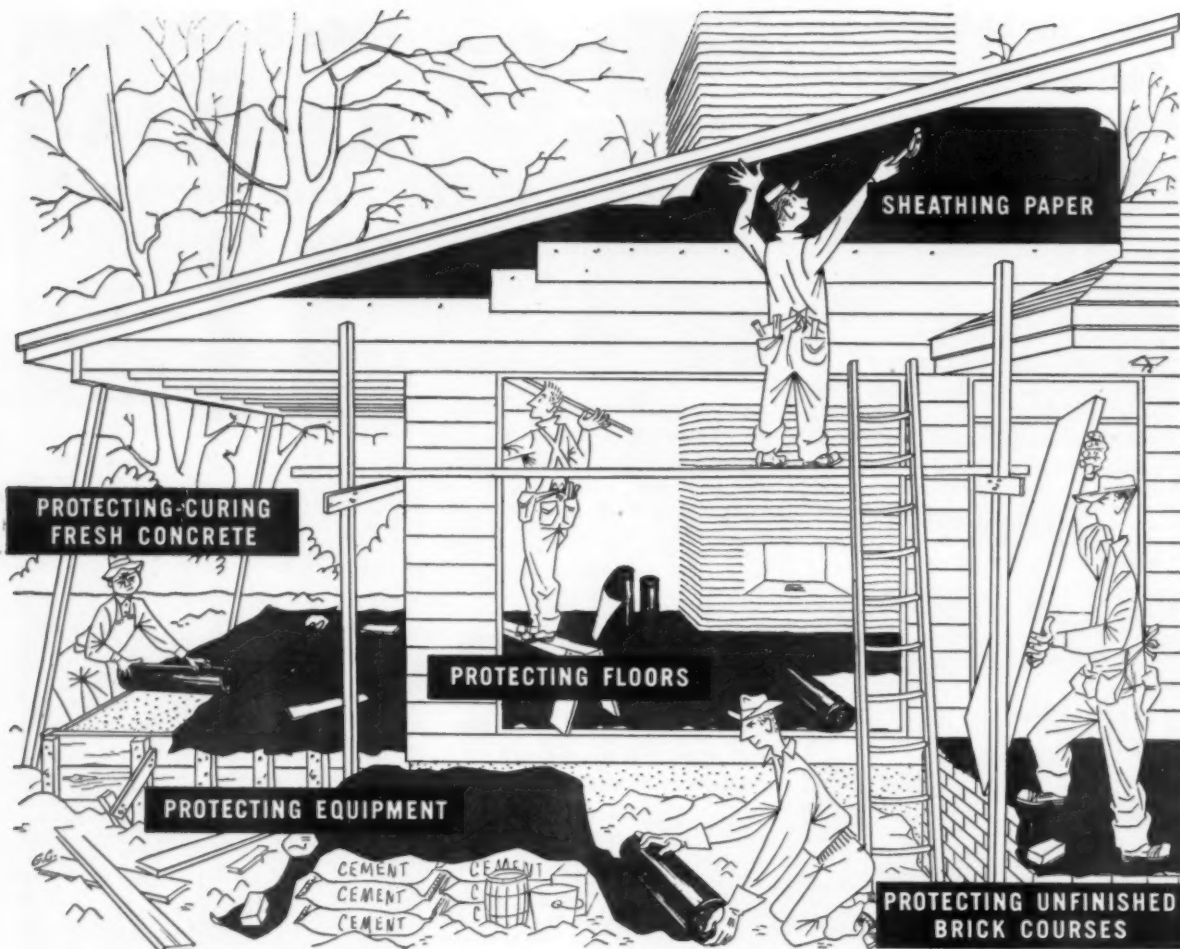


- Ends sagging poles and shelves
- Sturdy black wrought iron . . . enhances the appearance of any closet
- Accommodates standard shelves and 1½" poles
- Ideal for center support for long poles
- Saves \$\$ installation time



Write for Complete Information

UNITED STEEL PRODUCTS CO.
104 W. 86th St., Minneapolis 20, Minn.



Orange Label SISALKRAFT means Low Cost Protection

More and more builders are finding tough Orange Label Sisalkraft the ideal protective material for construction "in process." It's economical in first cost! It can be used over again! It takes abuse — stands up! Try it on your next job! Available in rolls 3' to 8', "blankets" in any size! Most every lumber and building material dealer stocks quality Sisalkraft products.

American SISALKRAFT Corporation

Chicago 6 • New York 17 • San Francisco 5

Other products in the SISALKRAFT LINE

Orange Label Sisalkraft — Waterproof, reinforced building paper

Sisalkraft Moistop — Permanent vapor barrier

Sisalkraft Vaporstop — Rot resistant vapor barrier

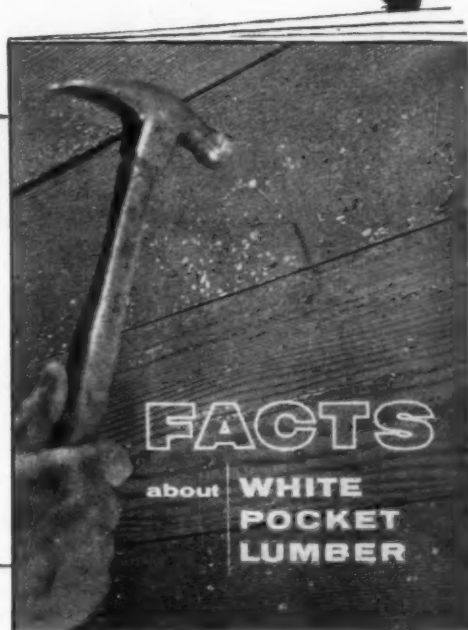
Copper Armored Sisalkraft — Electro sheet copper for concealed flashing and waterproofing

Sisalation — Reflective insulation and vapor barrier

Sisalite — Pure polyethylene film

Sisal-Glaze — New plastic glass replacement

WHAT YOU SHOULD KNOW about WHITE POCKET LUMBER



WEST COAST LUMBERMEN'S ASSOCIATION

DOUGLAS FIR • WESTERN RED CEDAR
WEST COAST HEMLOCK • SITKA SPRUCE

- 1 White pocket — or white speck, as it is sometimes called — is caused by a fungus which dies when the tree is sawn into lumber.
- 2 White pocket has never been known to grow or spread in lumber.
- 3 White pocket is no more harmful than any other characteristic permitted in a particular grade of lumber.
- 4 White pocket is found primarily in old-growth timber. Most pieces containing it are high-line pieces.

NEW FULL-COLOR BOOKLET!

The latest information on white pocket lumber is now available in an 8-page booklet. Facts and reports by the United States Forest Products Laboratory furnish a background for full color photographs illustrating recommended uses for this lumber. Mail coupon below for your free copy.

WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. Morrison, Portland 5, Oregon

Please send your free booklet "Facts on White Pocket Lumber" to:

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Address _____

City _____ Zone _____ State _____



Assembly-Line Pouring with Symons Wide Panel Forms...

F&S Construction Company, Phoenix, Arizona, is converting 615 acres of farm land, northwest of Chicago, into one of Chicago's largest private suburban housing projects. 1,350 homes in the \$15,500 to \$17,900 price range are planned.

Symons Wide Panel Forms were used on the 265 homes already erected. Seven sets were used over 35 times in the assembly-line pouring. Also, approximately 6,000 square feet of Symons Forms in 2' x 6' and 2' x 8' sizes with fillers, were used to construct the sewage system for the development.

Our engineering staff is experienced with all types of forming and will furnish complete form layout and job cost sheets on your form work—at no charge or obligation. Our salesmen give advice on form erection, pouring and stripping methods.

Symons Forms may be rented with purchase option. Symons Clamp & Mfg. Co., 4261 Diversey Avenue, Dept. B-7, Chicago 39, Illinois.

Rudy Gasten is resident manager for F&S and George E. Steele is general superintendent.



Catalogs and Additional Information on FORMS Sent on Request

American Builder

New Products

BATHS AND PLUMBING



Space-saving bathroom all-in-one package

Travel-Lav is a packaged toilet and washroom facility, especially designed to fit into small areas. Actual floor space required for one model is 8 1/2" x 20" with an overall height of 34". Foldaway toilet, wash basin. Angelo Colonna, Attn. George Colonna, Dept. AB, Boudinot and Westmorland Sts., Philadelphia, Pa.

Circle No. 2090 on reply card, p. 156



Lavatory faucet innovation with one moving part

Feature of new Delta lavatory faucet is only one moving part—a specially hardened, ground ball operating in a ball socket joint. This controls both temperature and volume of water. In four models, \$18.95 to \$24.50. Delta Faucet Division, Masco Screw Products Co., Dept. AB, 12825 Ford Road, Dearborn, Michigan.

Circle No. 2091 on reply card, p. 156

Water temperature control guarded by one dial

Hydroguard, a new thermostatic water control, eliminates sudden water temperature changes in showers. A turn of a single control dial enables the bather to set the exact water temperature desired. Price—about \$60. The Powers Regulator Company, Attn. Bernard Ury, Department AB, 3434 Oakton St., Skokie, Illinois.

Circle No. 2092 on reply card, p. 156

PREFABS



L-shaped prefab is geared to family living

The L-shaped Midwest Elwood-100 offers many advantages in its attractive appearance and well-designed floor plan. A house that permits maximum use of space without requiring an unusually large lot. \$20,000. Midwest Houses Inc., Attn. T. G. Barber, Department AB, P.O. Box 334, Mansfield, Ohio.

Circle No. 2093 on reply card, p. 156



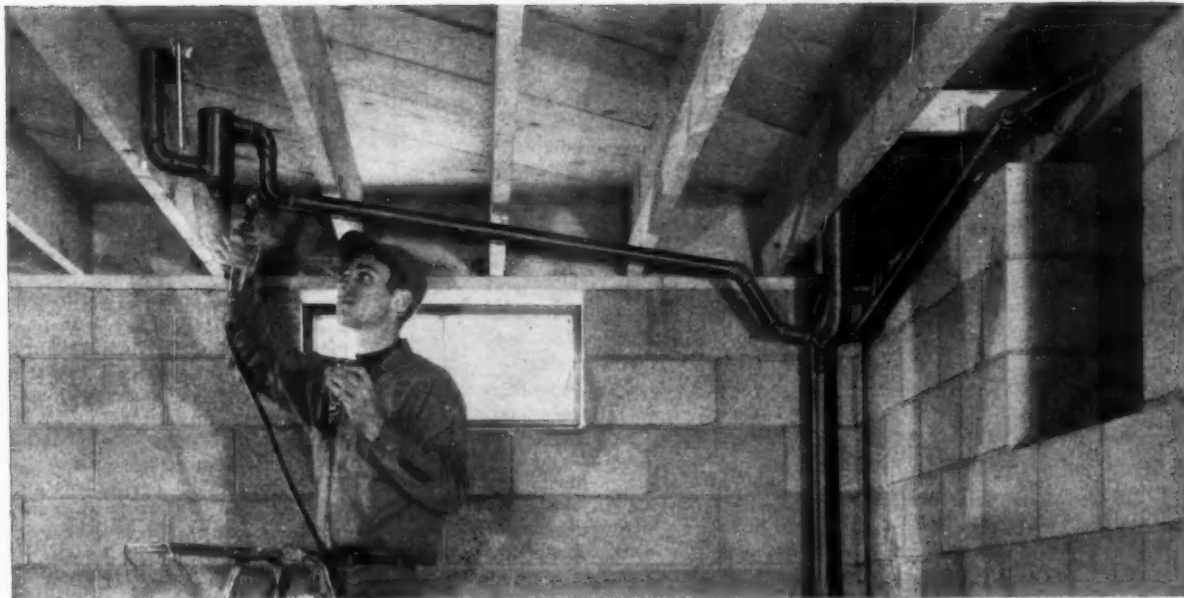
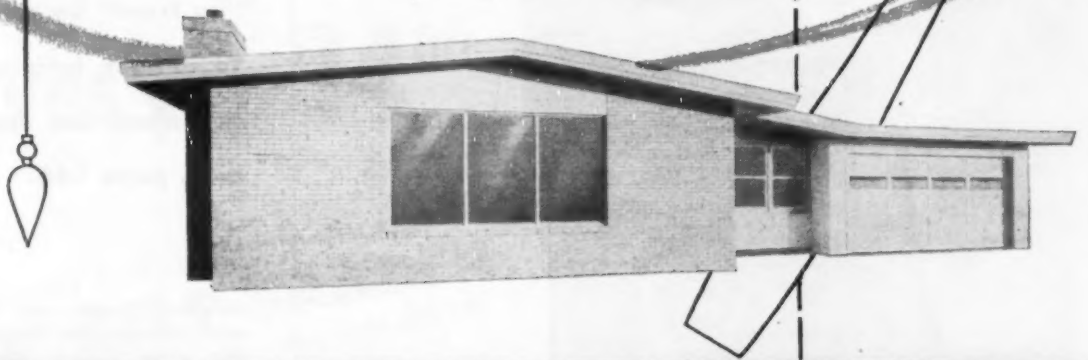
All-steel garage featuring new stylized exteriors

Highly styled Do-It-Yourself garages are now being offered by The Steelcraft Mfg. Co. These fire-resistant, warp-proof, weathertight garages are available in three sizes and come equipped with an all-steel sectional overhead type door. Easily assembled, these packaged garages come complete with all hardware, fastenings and erection instructions. The architectural pattern design blends in with most types of modern or traditional construction. List prices are \$645., \$730., and \$930. respectively for the 1, 1 1/2 and 2 car types. The Steelcraft Mfg. Co., Attn. Nat. L. Lehman, Dept. AB, Blue Ash Rd., Rossmyrne, Ohio.

Circle No. 2094 on reply card, p. 156

Turn pg. for prefab catalogs ▶

to increase the sales appeal of
the homes you are building...have your
plumbing contractor install *Streamline*
copper tube and fittings for drainage
plumbing



200

Have you noticed how so many home-buyers are today looking at all the details in any home they consider? That's why an all-copper drainage system—particularly one of Mueller Brass Co. Streamline tube and fittings—adds to the salability of a house. Prospective home-buyers all seem to know that a copper system is practically clogproof, and that since it is rustproof, as well, it's a lifetime drainage system which is leakproof and trouble-free. In addition, they like the look of copper and it can clinch a sale for you.

It costs a little more, but the extra cost of a drainage system of Streamline tube and solder-type fittings is negligible when you compute its practical advantages*. It also reflects the care which you have spent on the entire construction. Jobs go faster, so have your plumbing contractor install Streamline tube and fittings for both drainage and supply... you'll be money ahead.

There are easy-to-install Streamline pipe and fittings for all plumbing requirements. Send today for Kit Number 15. It provides real help in planning an all-copper drainage system for your next job.

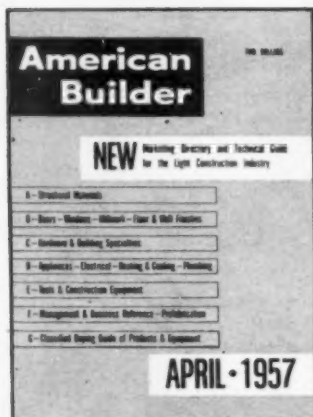
* Joseph F. Fehrenbach, licensed master plumber of Bridgeport, Michigan, installed the plumbing in the home shown here. He chose Streamline tube and fittings for drainage because it gave him an attractive, trouble-free installation for only \$14.23 more than other competitive materials. He was able to do the job much quicker, too.



MUELLER BRASS CO., PORT HURON 10, MICHIGAN

See our catalog in Sweet's Architectural File

You Can Build Better and Buy Better If You Start Planning Right Here!



The book with the answers! AMERICAN BUILDER's April Marketing Directory & Technical Guide is full of problem-solving information for you. Why do your own research when AB's editors wrap it up in one all-in-one-place reference book? Just look what they give you in this April issue...

Seven big technical sections help you plan, build and buy better. Six give detailed planning and designing information on every building problem... *Structural Materials... Doors, Windows, Millwork, Floor and Wall Finishes... Hardware and Building Specialties... Appliances, Electrical, Heating and Cooling, Plumbing... Tools and Construction Equipment... Management and Business Reference-Prefabrication.* The seventh, a *Classified Buying Guide of Products and Equipment*, lists over 5,000 manufacturers in over 1,000 product categories. The names and addresses of all the industry's suppliers, classified to save you time, trouble.

A reference file of free literature. Excellent source for more information. Describes and classifies all the catalogs and technical material available from building supply and equipment manufacturers. Free copies supplied through a convenient Reader Service postcard.

Building associations and societies. Let them help you. A classified list of organizations devoted to better, more profitable building. Includes name, address and executive officer of each so you can write direct.

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All the reference data you need is right here. Use American Builder's *Marketing Directory & Technical Guide*. You'll plan better, build better, buy better... profit more. It's free (you get it as part of your regular subscription). Put it to work. You'll save time, trouble... money!

American Builder Marketing Directory & Technical Guide

Catalogs...

Still more about prefabs

... This section on prefab catalogs starts "up front" on page 84. To get the information you want, use the reply card, page 156.

Variations Possible with five basic models are shown in literature available from United States Steel Homes, Inc. Houses are designed for two or three bedrooms and over 100 exterior appearances. Material shows both exteriors and interiors in color and also gives flexible floor plans. United States Steel Homes, Inc., Dept. AB, New Albany, Ind.

Circle No. 2013 on reply card, p. 156

LOUISIANA

Crawford Presents an extensive 27-page catalog covering homes ranging in size from 650 to 4,000 sq. ft. and priced from \$7,000 to \$50,000. Eleven models are given with exterior photos and floor plans, as well as four pages of interior photos, information on construction, servicing and financing. All basic plans are reversible and available with many exterior variations. Crawford Corp., Dept. AB, Baton Rouge, La.

Circle No. 2014 on reply card, p. 156

MARYLAND

Distinctive Homes are presented in a 30-page catalog by R. H. Best, Inc. Best Custom built homes are designed in conventional, Cape Cod, rambler, split level and contemporary styles. Rooms range from 4 to 14. Plans are reversible and variable as to placement of partitions. Homes built from individual plan or design. Also available is brochure with prices and details. R. H. Best, Inc., Dept. AB, 1545 Rockville Pike, Rockville, Md.

Circle No. 2015 on reply card, p. 156

Sensational Spring offer saves you \$14⁰⁰

Famous Porter-Cable Model 136
3" BELT SANDER

Regularly 69.50

PLUS Bench Stand with
miter gauge—Regularly 8.95

Total value 78.45

BOTH FOR ONLY \$64⁴⁵

Limited time offer!

Get two quality Porter-Cable tools for a special low price of one! Buy Porter-Cable's popular 3" Belt Sander at a special low price of \$64.45 and get a FREE Bench Stand with miter gauge, worth \$8.95! You save \$14.00 on both tools!

You'll want both of these quality Porter-Cable tools for doing all kinds of sanding jobs easier... faster... more professionally than ever! Don't pass up this terrific double value! See the yellow pages of the telephone book for name of your nearest Porter-Cable dealer—or use coupon for complete information. (Offer expires March 31, 1957.)

Porter-Cable

Quality Electric Tools

saws • belt sanders • finishing sanders • drills • routers • planes

In Canada: write Porter-Cable, Ltd.,
Box 5019, Ont., Canadian prices slightly higher.



SEE YOUR DEALER—OR MAIL COUPON TODAY!

PORTER-CABLE MACHINE CO.
7012 N. Salina St., Syracuse 8, N. Y.

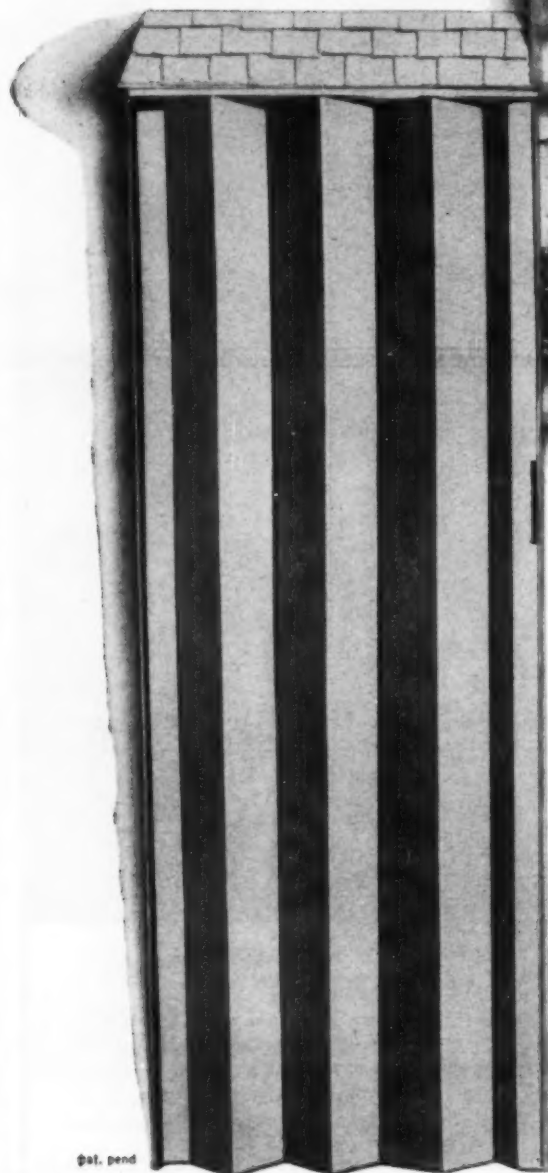
Please send complete information on the special Spring offer that saves me \$14.00 on the Model 136 3" Belt Sander and Bench Stand.

Name

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City Zone State

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make home values grow!

and no wonder! No folding door on the market can duplicate the many fine selling features of the Grant Folding Door!

- a real door that folds
- solid, $\frac{1}{4}$ " thick hardboard core
- finely textured vinyl fabric, laminated to core
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Grant assists you with its greatest array of sales aids and most extensive program of consumer advertising ever! Write for your copy of the Grant Folding Door Reference Manual.



Outstanding single source for sliding hardware!

**Grant PULLEY AND
HARDWARE CORPORATION**

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SLIDING DOOR HARDWARE • FOLDING DOORS • DRAWER SLIDES • DRAPERY HARDWARE • SHEAVES AND TRACKS • TUB ENCLOSURES • PULLS • SPECIAL SLIDING HARDWARE



BUILDERS AND MASONS AGREE:

**"BENNETT Fireplace Products
save time and money for us . . .
. . . give greatest satisfaction
to home owners"**

***Benefire* THERE'S LESS TO DO
FROM HEARTH TO FLUE**



MR. BUILDER—"Benefire takes all the guesswork out of fireplace construction. It's the complete fireplace form . . . and gives complete satisfaction to the owner."

MR. MASON—"Benefire's square shape simplifies brick-laying, cuts down time, saves up to a ton of masonry per job. Throat damper, combustion chamber, down-draft shelf and 'Ductops' are all built into the form."

***Beneform* THE ONLY CHOICE FOR
UNUSUAL FIREPLACES**



MR. BUILDER—"Beneform does a terrific job . . . for projecting corner fireplaces, 2-sided or 3-sided openings, openings in 2 rooms, open all around, etc. . . assures lower construction costs and smoke-free operation."

MR. MASON—"Because of its flexibility, Beneform allows a choice of chimney stack locations. And the heavy flange on all four sides is strong enough to carry any masonry load. No lintel bars required."

**NEW DEEP-THROAT DAMPER BENNETT-
DESIGNED FOR FAST,
EASY INSTALLATION**



MR. BUILDER—"For standard fireplace construction, I've found that the Bennett Deep-Throat Damper gives the most satisfactory performance. And it holds down construction costs."

MR. MASON—"The Deep-Throat Damper makes my work easier. It's sized and shaped for standard brick . . . saves cutting and fitting. New 10" deep throat insures maximum draft. Interlocking closure along entire top, and full overlap ends, prevents heat loss and cold down drafts."

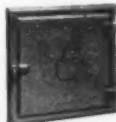
**EVERYTHING YOU NEED FOR LOW-COST FIRE-
PLACE CONSTRUCTION**



SWEEPIT



LINTEL BARS



CLEAN-OUT DOORS



ASH DUMP

The Bennett line has all the accessories you need for every type of fireplace in demand today. For example:

SWEEPIT—Perfect for raised hearth and basementless homes. Sweep ashes into the galvanized pan. Easy to remove and empty.

CLEAN-OUT DOORS—Standard design, but with frame and door cast in attractive patterns.

ASH DUMP—Extra heavy cast iron . . . firebrick size frame seats deep in hearth, can't be dislodged.

LINTEL BARS—Each bar made from right weight and size of angle to support its span length without spring or sag.

Yes, builders and masons agree that Bennett Fireplace Products solve their fireplace construction and cost problems.

And, best of all, once the job is done the owner is happy about its performance and easy operation. The finished fireplace costs less. Smoke-free construction is guaranteed. The exterior of the fireplace is more beautiful. Extra heat is there when needed . . . and there are no cold floor drafts.



WRITE FOR THESE BENNETT CATALOGS

Ask for Form VC-133 for information on Benefire. The rest of the big Bennett line is covered in Catalog VC-100. Write to Bennett-Ireland Inc., Dept. C, Norwich, N. Y.

See your
LOCAL BENNETT SUPPLIER
for full details and low prices on the new Benefire, Beneform, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc.

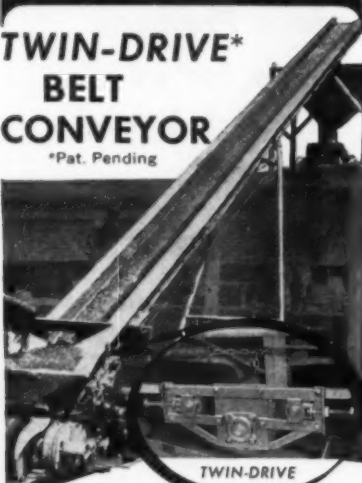


AUTHORITIES ON FIREPLACES

MULKEY

**TWIN-DRIVE*
BELT
CONVEYOR**

*Pat. Pending



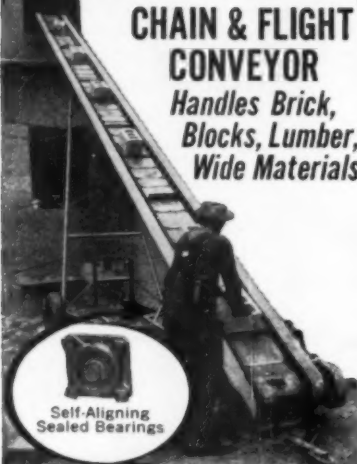
TWIN-DRIVE

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GRAVEL, WIDE MATERIALS**

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Blocks, Lumber,
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Conveyors. Also name of nearest distributor.

Name

Company

Address

City State

Catalogs . . .

Smart Living is illustrated in a full color brochure by Precision Built Homes, Inc. Shows the elevation and the floor plans of 13 different homes for 1957. Two-, three- and four-bedroom models of advanced design and quality construction, yet geared for economy. Brochure shows choice of many exterior finish materials. Precision Built Homes, Inc., Dept. AB, Baltimore 8, Md.

Circle No. 2016 on reply card, p. 156

MASSACHUSETTS

New for 1957 are the homes depicted in Hodgson Houses' 20-page catalog. Illustrates contemporary, ranch and traditional as well as the popular split level designs. Includes floor plans showing spacious room sizes and arrangements to meet individual living requirements. Also given is a specification sheet. Hodgson Houses, Inc., Dept. AB, Dover, Mass.

Circle No. 2017 on reply card, p. 156

Modern Trend ranch house is described in a brochure from Pre-Built Construction, Inc. This two-bedroom model is designed for convenient room layout. Exterior, floor plan, and specifications given. Material also available on other models, cottages, and garages. From Pre-Built Construction Inc., Dept. AB, Box 344 State Road, Rt. 6, North Dartmouth, Mass.

Circle No. 2018 on reply card, p. 156

Homes with Built-in expansion are described in literature from Techbuilt, Inc. A unique characteristic of these models is their flexibility. Interior space can be subdivided to suit the individual. Material includes interior and exterior photos as well as floor plans with numerous variations. From Techbuilt, Inc., Dept. AB, 1692 Massachusetts Ave., Lexington 72, Mass.

Circle No. 2019 on reply card, p. 156

MICHIGAN

Modern Homes offers descriptive material on their complete line of "modern living" homes. Colorful folder depicts spacious interiors of two-, three- and four-bedroom models. Also lists such features as power-operated windows, extra half-baths and built-ins. Gives floor plans and the story of modern meth-

**for homes beyond
the water mains**



HELP SELL YOUR HOUSES



**F&W Multi-Purpose
Pumps Whip
Falling Water Level
Problem**

● For locations where the water level of a shallow well may drop too low, you can give your houses extra sales appeal by installing an F&W Multi-Purpose Jet Pump. It can quickly and easily be changed from shallow well to deep well operation at *no extra cost*, simply by moving the jet off the pump and down into the well. This is typical of the kind of advantages you get with F&W Water Systems; whatever the requirements, there's an F&W Model to meet them exactly. All offer outstanding advantages in long life, dependable service, low-cost operation, and minimum maintenance.

**F&W Multi-Stage Deep Well
Jet—Delivers extra capacity.
New, automatic control valve
assures top performance.**



**F&W VARIJET Shallow Well
Jet—Pumps 40 to 70% more
water, yet reduces power con-
sumption. An exclusive F&W
patent.**



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for your files



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266 Oak Street, Kalamazoo, Indiana

**F&W
WATER PUMPS**

Performance-Proved Since 1866

HARRIS BondWood FLOORING

selected for House & Garden's

1956 House of Ideas



"It was a piece of good luck for us that we found out about your BondWood before we had gone too far with the house."



Deigert and Yerkes and Associates, architects of House and Garden's 1956 House of Ideas at Bethesda, Maryland, go on to say, "The BondWood floor looks very handsome and attracted a great deal of favorable comment. The color of the walnut is especially attractive and with the narrow strip of light maple dividing it into squares, BondWood produces a very rich effect with a pleasing modular pattern. The many comments we have had have all been enthusiastic."

BondWood's unique construction gives it an unexcelled flexibility of design. Straight or varied patterns can be achieved from the wide choice of woods available—Oak, Maple, Beech or Walnut. BondWood's varying pattern of horizontal and vertical slats makes for unexcelled stability—BondWood is easily laid in mastic over concrete or wood subfloor—with a deep, deep beauty of 5/16 inches wearing surface.

Builders and architects everywhere are discovering the sales provoking qualities of BondWood.

Why not write today for a color brochure, giving full details and specifications on BondWood and the entire Harris line. See our advertisement in Sweet's.

BondWood is a licensed product of its Swiss originator, BondWood is exclusively manufactured and distributed in the U.S. and possessions by...



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600 E. Walnut St., Johnson City, Tenn.

THE FINEST IN FLOORING SINCE 1898

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FEBRUARY 1957

205

FREE



Form Erection Drawings for owners of EFCO FORMS

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- Lifetime steel faces should never need to be replaced.
- Easy to handle and assemble.
- Saves time, material, money.
- Low original cost.

Other forms from Economy are available on a rental basis.

Write nearest office for catalog.

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DES MOINES, IOWA
Offices in St. Louis, Mo.; Kansas City, Mo.; Lincoln, Neb.; Minneapolis, Minn.; Ft. Wayne, Ind.; Milwaukee, Wis.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Metuchen, N. J.; Rochester, N. Y.; Springfield, Mass.; New York, N. Y.; Washington, D. C.; Decatur, Ga.; Charlotte, N. C.; Dallas, Texas; Tulsa, Okla.; Houston, Texas; Los Angeles, Cal.; Oakland, Cal.; Denver, Colo.

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engineered,
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COST
LESS



25% under standard prices. Excellent quality.

Extensively used in government and private construction. 2 1/2" and 4" I.D.

- Precision manufactured of 18 gauge zinc coated steel.
- Measures 4 1/4" high.
- Extra strength factors.

for Free catalog

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MARSH Division of



F. D. KEES MFG. CO.
NEBRASKA

Catalogs . . .

ods construction. From Modern Homes Corp., Dept. AB, 14507 W. Warren Ave., Dearborn, Mich.

Circle No. 2020 on reply card, p. 156

Luxury Living and budget buying are combined features of the Fleetwood model by Universal Homes, Inc., one of the popular homes described in a 33-page catalog. Literature includes numerous other models, gives floor plans and specifications as well as photos of the exteriors. Among advantages cited are distinctive styling, and high quality materials. Universal Homes, Inc., Dept. AB, 271 First St., Milan, Mich.

Circle No. 2021 on reply card, p. 156

MINNESOTA

"Homes for Today" comprehensive literature offered by Page & Hill shows their complete line of houses for 1957. Two-, three- and four-bedroom models shown; also two level and split level. Catalog depicts exteriors and gives floor plans for all models. Available from Page & Hill Homes Inc., Dept. AB, Shakopee, Minn.

Circle No. 2022 on reply card, p. 156

MISSOURI

Modular Presents the 1957 home builder with literature describing homes custom-designed for individual requirements. Three- and four-bedroom models, interiors and exteriors are given. Number of rooms is entirely optional because of the flexibility of Modular panel, post and beam construction. Also included is the builder's kit detailing the panel variations and plans. Modular Homes, Dept. AB, Rt. 13, Kirkwood 22, Mo.

Circle No. 2023 on reply card, p. 156

Best Features of prefab, pre-cut and conventional construction methods are combined in Wilson Packaged homes described in their latest literature for 1957. Information included on 21 basic styles with unlimited design variations. Architectural types include both ranch and contemporary, with three and four bedrooms plus one to two baths. Floor plans available for basement or slab construction. Wilson Homes, Inc., Dept. AB, St. Charles & Taus-

sig Rds., Robertson, St. Louis Co., Mo.

Circle No. 2024 on reply card, p. 156

NEW JERSEY

Presidential Prefabs include ranch styles designed for expansion and contemporary split levels. Latest literature has pictures, floor plans as well as material specifications on their complete line. From Presidential Homes, Inc., Dept. AB, Pemberton, N. J.

Circle No. 2025 on reply card, p. 156

NEW YORK

"Indoor-Outdoor Living" is featured in all models by Consolidated Contemporaries. In a ten-page brochure, exterior photos and floor plans are given for six different houses. Designed with three and four bedrooms in contemporary and split level styling to please the individual taste. Consolidated Contemporaries, Inc., Dept. AB, Suffern, N. Y.

Circle No. 2026 on reply card, p. 156

Quality Homes, precision engineered, are presented in literature from Federal Homes Corp. Advance design technique characterize "The Stratford" a dramatic split-level. Material presents seven other models. Gives material specifications, method of assembly and prices. Federal Homes Corp., Dept. AB, 21 West St., N. Y. 6, N. Y.

Circle No. 2027 on reply card, p. 156

OHIO

Modern Living is graciously depicted in Inland Homes' brochure. Outstanding value in their line is a 1,200 sq. ft. model with three ample bedrooms, large living room and spacious kitchen area. Material includes pictures and descriptions of both three- and four-bedroom homes with or without basements. Available from Inland Homes Corp., Dept. AB, P. O. Box 915, Piqua, Ohio.

Circle No. 2028 on reply card, p. 156

Brick Front Prefab home is highlighted in literature available from Dunbar Industries, Inc. This model is an example of the contemporary living design in all Dunbar homes. Features natural birch kitchen,



Dur-O-wal preserves beauty, adds structural soundness and prevents cracking.

Trussed Design Butt Weld • Deformed Rods **DUR-O-WAL**

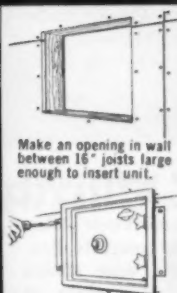
Phone, wire or write Dept. 2F today for complete dealer information . . . you have a market for Dur-O-wal in your town. Act now.

Dur-O-wal Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-wal Prod., Inc., Box 628, **SYRACUSE, N.Y.** Dur-O-wal of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-wal Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-wal Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-wal Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-wal, Inc., 165 Utah St., **TOLEDO, OHIO**

install it in minutes...
a real built-in plus for your new home



- Recesses into wall between 16" joists
- Can be installed in minutes
- Heavy gauge steel—Thermo-Cel insulation
- Certified furnace-tested to 1700° F. for 1 hour
- Three-tumbler combination lock



Steel flanges drilled for screws on 16" centers. Fasten into joists with screws.

HERCULES
WALL VAULT

- Fits flush behind picture
- Overall height 13 3/4", width 15 1/4", depth 8 3/4"

LIST PRICE \$46²⁵
slightly higher distant points

Special quantity discounts to builders
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CAN'T JAM!

Test the jamproof Arrow. Staples never stick, never jam gun, even when struck against metal. Never any lost time on the job. T-50 Automatic Gun Tacker. HT-50 Automatic Hammer Nailer. Both nailers use T-50 staples. At leading lumber, hardware and building supply dealers. Write for catalog. **ARROW FASTENER CO., INC.**, One Junius St., Brooklyn, N. Y.



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International
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- produce different effects and varying degrees of brilliance when viewed from different angles
- subdue or accent grain depending on the procedure used
- create a purity of tone and brilliance of reflection obtainable in no other way

Choose from 8 unique, iridescent colors for interiors of any period.

A quality product from Cabot Laboratories
...manufacturing chemicals since 1877

Samuel Cabot



SAMUEL CABOT INC.
224 Oliver Building, Boston 9, Mass.

Please send color card on Cabot's Northern Lights

Catalogs

brightly windowed rooms, full tile bath, optional carport, built-in oven and range, floor to ceiling closets and optional basement. Distribution in Ohio, Michigan, and Indiana. Dunbar Industries, Inc., Dept. AB, Toledo, Ohio.

Circle No. 2029 on reply card, p. 156

THE SUBURBIA, a modified contemporary ranch style home with three bedrooms and a two-car attached garage is highlighted in literature available from Expan Homes, Inc. Material includes their complete line each with six different elevations. Right and left hand plans also available. Expan Homes, Inc., Dept. AB, 15411 Chatfield Ave., Cleveland, Ohio.

Circle No. 2030 on reply card, p. 156

SPACE SAVER and Contemporary homes presented in a full-color catalog by International Homes, Inc. This catalog illustrates the entire line of low- and medium-priced homes offered by International. Included also are construction and erection photos plus floor plans for the two-, three- and four-bedroom models. International Homes, Inc., Dept. AB, 3896 Mahoning Ave., Youngstown, Ohio.

Circle No. 2031 on reply card, p. 156

BETTER LIVING FOR MORE families is the purpose behind the design of Metropolitan Homes. Their latest portfolio includes a complete line, and offers builders a wide choice of elevations, and floor plans as well as exteriors, optional equipment and colors. Includes specifications and prices. From Metropolitan Homes, Inc., Dept. AB, 721 West Columbia St., Springfield, Ohio.

Circle No. 2032 on reply card, p. 156

GEARED TO FAMILY living is the L-shaped Midwest Elwood. Floor plan features easy movement with sleeping area and living area well defined. Brochures are available on this model as well as their complete line of two-, three- and four-bedroom homes. Exteriors and floor plans given for each model. Midwest Houses, Inc., Dept. AB, P.O. Box 334, Mansfield, Ohio.

Circle No. 2033 on reply card, p. 156

PEASE HOMES FOR 1957, a full color 72-page catalog, illustrates 14 model houses. Details, plans, specifications and prices. Includes both exterior and interior photos of two-, three-, and four-bedroom homes and describes variations of floor plans. Available from Pease Woodwork Co., Dept. AB, 900 Forest Ave., Hamilton, Ohio.

Circle No. 2034 on reply card, p. 156

BLENDED OF TRADITIONAL and contemporary is achieved in the "Lincolnshire" by Scholz Homes, Inc. This three-bedroom home including California contemporaries and colonials is depicted in their latest brochures. Interiors and exteriors are given as well as floor plans. Available from Scholz Homes, Inc., Dept. AB, 2001 N. Westwood St., Toledo 6, Ohio.

Circle No. 2035 on reply card, p. 156

FEATURED in literature available from Style-Rite Homes Corp. is the most popular contemporary in their line. "The Fiesta" model is a three-bedroom model with 1162 sq. ft. plus a carport and extra storage space. This home also features dramatic open beam ceilings and is available with one floor or full basement. Material includes information on ranch style and split level homes. Style-Rite Homes Corp., Dept. AB, 659 Marion Rd., Columbus 7, Ohio.

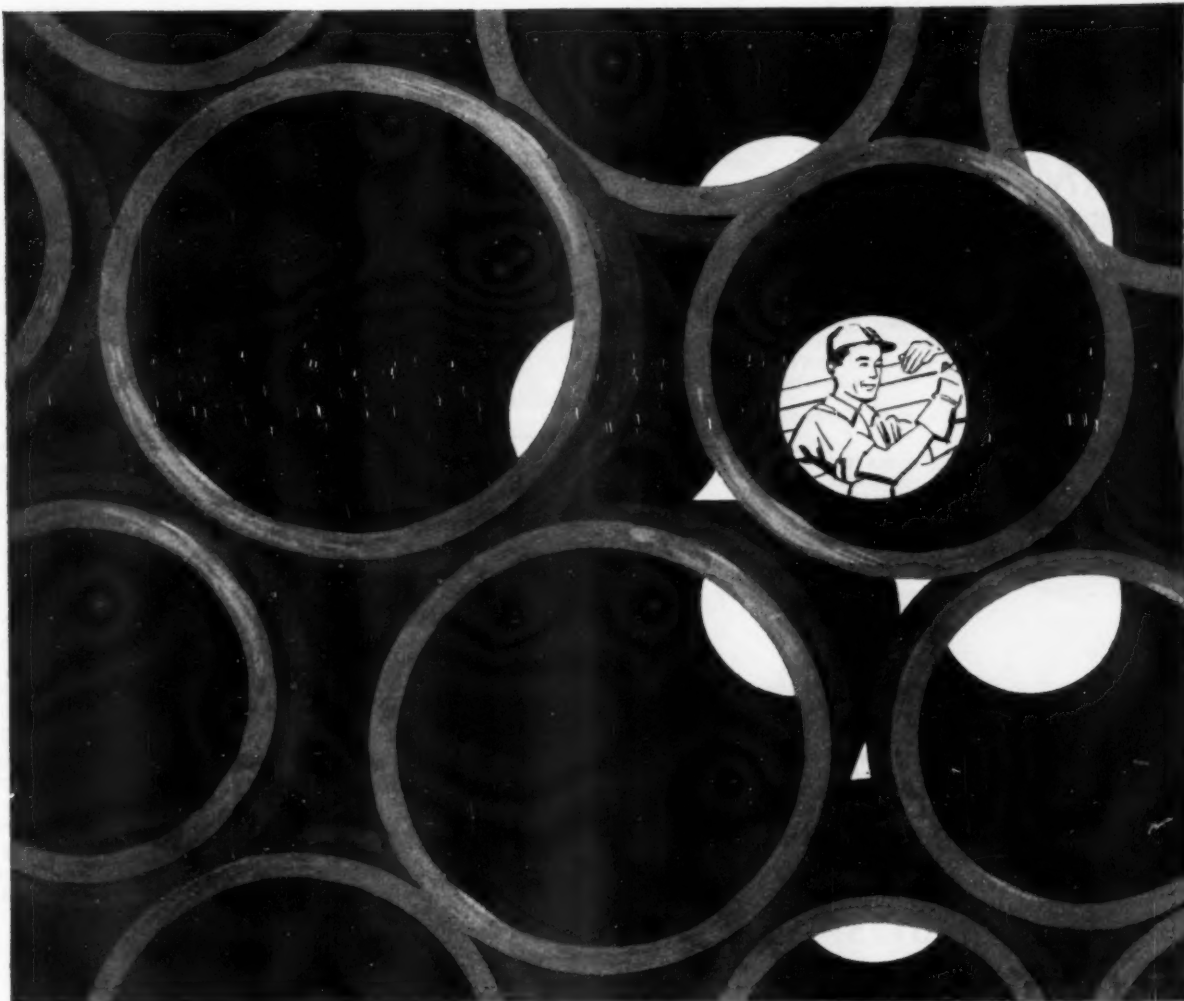
Circle No. 2036 on reply card, p. 156

PENNSYLVANIA

PLANNED TO PLEASE the most discriminating tastes are the 15 homes presented in the latest brochure by Admiral Homes, Inc. Includes two-, three- and four-bedroom models of contemporary, ranch, Cape Cod, and split level styles in full color. Also floor plans as well as information on materials and construction. From Admiral Homes, Inc., Dept. AB, 300 Mt. Lebanon Blvd., Pittsburgh, Pa.

Circle No. 2037 on reply card, p. 156

CHARTER DEPICTS an exclusive concept in home building in their 20-page catalog. Material features three-bedroom homes and includes pictures as well as both prices and specifications. Details of quality construction, such as precision-cut



For top profits and top turnover

you can't top BERMICO®

Thousands of building materials wholesalers, dealers and builders themselves have discovered that Bermico boosts profits because it:

- **Comes in 8-foot lengths**
- **Is light in weight— $\frac{2}{3}$ less**
- **Is easy handling on truck or job**
- **Is root-proof and corrosion-proof**

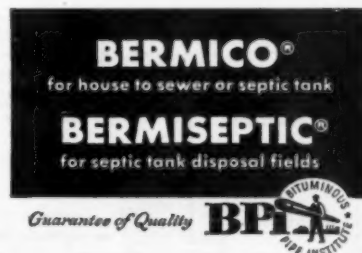
Truly the modern pipe for modern living, Bermico Pipe for house-to-sewer or septic tank, and Bermiseptic Perforated Pipe for septic tank disposal and drainage sys-

tems, are strong, impact-resistant, and stand up under temperature changes and soil settlement.

Made of tough cellulose fibre impregnated with pitch, Bermico Pipe comes in all sizes from 2" to 6" diameter. And only Bermico has a line of matching Tees, Wyes and Bends of the same material.

If you're looking for bigger profits, faster turnover, look into Bermico. It's widely advertised in national magazines. It's widely preferred by quality-minded home owners. For more information on modern, profitable Bermico and

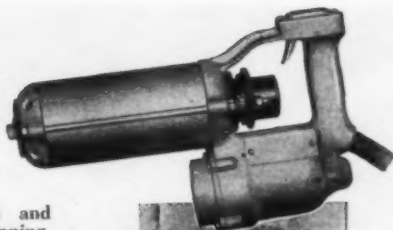
Bermiseptic, write Dept. BH-2, Brown Company, 150 Causeway Street, Boston 14, Mass. (Mills: Berlin, Gorham, North Stratford, N.H.; Corvallis, Ore.)



SYNTRON

Self-Rotating ELECTRIC HAMMERS

Syntron Electric Hammers save time and lower job costs drilling, cutting, chipping, scaling paint, etc. Designed and built for continuous, trouble-free operation day after day even on the toughest jobs with a minimum of maintenance. There are no gears, cams etc. to cause down time. Maintenance is low cost and simple. Available in capacities from $\frac{3}{8}$ " to 2". Also available with same capacities SYNTRON Electric Hammer Drills with automatic bit rotation.



BELT DRIVEN ELECTRIC SAWS



For production cutting of wood, concrete block, plaster board, etc. 8 1/2" and 10" blades — 2-13/16" and 3 1/4" cuts.

VIBRATING CONCRETE FLOATS

Take the labor out of finishing concrete. Electromagnetic, low maintenance. Available in 2 sizes. 110 volt, 60 cycle.



GASOLINE HAMMER PAVING BREAKERS

2000 blows per minute for digging, tamping, busting or drilling in paving, clay, shale, rock, etc. Bit rotates automatically for drilling.



Write for a complete Catalog Data—FREE

SYNTRON COMPANY

618 Lexington Avenue

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HOME-WAY offers... BIG SERVICE for SMALL BUILDERS

Here is the ideal quality pre-fab for builder with a volume of 2 to 20 houses per year. GBH gives you personalized sales help, local advertising, individualized design and on-time deliveries. This specialized service is the reason why Home-Way houses are now sold by more small builders than ever before in our 17-year history. NOW is the time to get started. Send the coupon below and let us prove it!



If You Build In This Area
GBH Serves You Best



Wide Choice of Models—Spacious Split Levels, Ranches, Contemporaries. All with the custom-design look that sells.

MAIL COUPON FOR COMPLETE STORY

GBH-WAY HOMES, Inc.
Dept. AB, Walnut, Illinois

Tell me more about the personalized HOME-WAY dealership.

NAME

ADDRESS

CITY ZONE STATE

☐ I am an established builder. ☐ I am interested in becoming a builder.

Catalogs

top grade lumber, and possible variety of wall finishes also given. Information from Charter Corp., Dept. AB, Conshohocken Bridge, West Conshohocken, Pa.

Circle No. 2038 on reply card, p. 156

EXPERTLY DESIGNED, precision engineered homes are presented in colorful catalog from Franklin Thrift Homes, Inc. Material features four- and five-bedroom models planned for gracious living. Interior and exterior pictures as well as floor plans are given. Mainly in the \$1,600 to \$15,000 price range. Franklin Thrift Homes, Inc., Dept. AB, P.O. Box 631, N. Atherton St., Rt. 322, State College, Pa.

Circle No. 2039 on reply card, p. 156

PREFAB HOMES with customized features and flexible arrangement which compare with luxurious homes many times their price, are presented in an eight-page colorful catalog by Swift Homes, Inc. Ranch style, Cape Cod and contemporary models with two, three and four bedrooms, represent their basic line. These basic homes offer a choice of three roof styles, window styling, exterior siding and exterior door styles. Swift Homes, Inc., Dept. AB, 1 Chicago Ave., Elizabeth, Pa.

Circle No. 2040 on reply card, p. 156

TEXAS

ADAPTABLE HOMES described in material available from Southwest American Houses, Inc. These basic models can be modified to fit any type project. Includes pictures of twelve elevations, exteriors, and also floor plans for each. Supplies technical information including specifications. Southwest American Houses, Inc., Dept. AB, P.O. Box 16, Houston 1, Tex.

Circle No. 2041 on reply card, p. 156

WASHINGTON

FARWEST HOMES offers complete literature on their new designs. These homes vary in size from 800 to 1,700 sq. ft. and include several series of two-, three-, and four-bedroom models, plus a choice of bathroom sizes. Floor plans shown are expandable. Pamphlets explain construction details and service program. Farwest Homes, West Coast Mills, Dept. AB, Chehalis, Wash.

Circle No. 2042 on reply card, p. 156



"I've used steel windows since 1938"

says **William S. Phillips, Jr.**

"Experience has shown that steel windows are the better bet," reports Mr. Phillips, president of Phillips & Company, of Roslyn, Va. "You don't take chances with steel windows. They're tried and proven—all the 'bugs' have been worked out.

"And because of their strength they resist damage. That's important when you build apartments. The tenants like the smooth way steel windows operate, and the owners like their low maintenance. Steel windows are the lowest-cost quality windows."

Here's what you get when you use steel windows:

1. You get the most window for the least money.
2. You get a wide range of designs, from traditional to the latest styles.
3. You get the windows that are easiest and quickest to install.
4. You get the strongest, most damage-resistant windows on the market.
5. And owners and tenants get smoothly operating sash that does not swell, warp or stick in wet weather; that allows the most sunlight and the best ventilation; that can be painted to harmonize with outside and inside trim; and that can be washed, screened and equipped with storms, *all from the inside.*

Bethlehem Steel Company does not manufacture steel windows, but for many years has supplied the steel window industry with the solid, specially rolled steel sections that give steel sash its unequalled strength. You'll find the manufacturers of steel windows in Sweet's.



Washington Vista Apartments, Roslyn, Va. Here Builder Phillips used big, 25-light steel casement windows so that tenants can enjoy the magnificent view from their hilltop location.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation, Export Distributors
Bethlehem Steel Export Corporation

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS



50-50 PUSHOVER ALLITH GARAGE DOOR HARDWARE

USE YOUR OWN OR
ANY STANDARD DOOR

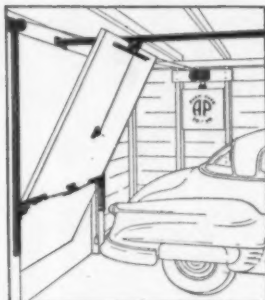
NO MAINTENANCE COSTS

SIMPLIFIED INSTALLATION

ADAPTABLE FOR ANY
TYPE GARAGE

ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.



MANUFACTURED BY

ALLITH

PROUTY, INC.

DANVILLE,
ILLINOIS

WINCO
the commercial type ventilating
window that
Leads the field!

for glass block construction

- Exclusive hollow sash
- Stainless steel weatherstrip
- Adjustable pressure block assembly
- Sturdy all-welded aluminum frame

CONTRACTORS—Specify these features
for your jobs . . . they live up to your
reputation.

DEALERS—Show these features . . . they
add up to more sales.

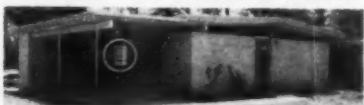
"Not just a window . . . a WINCO"

WINCO VENTILATOR COMPANY St. Louis, Mo.



ADD A COOL BREEZE

To Buildings Like These



with **BAR-BROOK***
BREEZE BUILDER*
WALL
FANS

No improvising; no modifying problems in attic-less buildings. NOW, a fan designed specifically for wall installation, anywhere. 22" and 30" sizes, move air throughout house. Low cost; simple installation; easy to clean; good looking.

Heavy duty UL Approved rubber mounted motor. Cord and plug, or direct wiring. Safety grille, fan and weatherproof outside shutter in baked enamel.



WRITE TODAY FOR NEW CATALOG
showing this and 27 other Breezbuilder Fans.
*T. M. Reg. U.S. Pat. Off.

BAR-BROOK MFG. CO., INC.

6135 Linwood Ave.

Shreveport, La.

Catalogs . . .

FACTORYBUILT HOMES informational package offered by Loctwall Corp. Includes five models both two- and three-bedroom designs all with family rooms and spacious living rooms. Material gives exteriors and floor plans for each as well as specifications, and complete details on kitchen equipment used. Available from Loctwall Corp., Dept. AB, 16530 Highway 99, Lynwood, Wash.

Circle No. 2043 on reply card, p. 156

BEAUTY AND INDIVIDUALITY are two of the attributes of Ioxide homes described in an eight-page brochure. Material pictures over 20 models illustrating a wide variety of exteriors which are designed to suit individual tastes. Among features described are quality workmanship and economical cost. Two- and three-bedroom models shown in full color. From Loxide Structures, Inc., Dept. AB, 9994 South 19th, Tacoma 66, Wash.

Circle No. 2044 on reply card, p. 156

TREND TOWARD SPACIOUS and Better Homes is depicted in brochures from Virginia Lee Homes, Inc. Outstanding is the "Mercerwood" model. Of Early American styling, this home creates a spacious effect and illustrates the flexibility of modular panel construction. The entire floor plan is designed for convenient living. Information available includes other models. From Virginia Lee Homes, Inc., Dept. AB, P. O. Box 606, Kirkland, Wash.

Circle No. 2045 on reply card, p. 156

WISCONSIN

OPEN-PLAN SPACIOUSNESS featured in brochures from Harnischfeger Homes, Inc. covering their new L-shaped homes. Highlighted is the Clover model and its basement-less counterpart the Clermont which were developed after research to determine the over-all design, floor plan and extras. Both are three-bedroom homes with one and a half or two baths, roomy kitchen, and large living areas. Unlimited exterior variations. Harnischfeger Homes, Inc., Dept. AB, North Spring St., Fort Washington, Wis.

Circle No. 2046 on reply card, p. 156

CRANE

What home buyers want to know about today's new heating

What will do the best selling job for you—hot water, warm air, or year 'round air conditioning? Naturally that depends on the size and cost of your house, your climate, and your market.

Selecting the right heating system is important. But it's just as important to sell it—to answer the questions in the buyer's mind. Here are some of the things your home buyers want to know.

How many kinds of residential heating are there?

Principally two. (1) Hot water and (2) warm air. (Both available from Crane.)

What's the difference? A modern hot water system consists of a boiler, circulating pump, piping, and radiant baseboard. Warm air heating uses a furnace, blower, filters, ducts, and registers.

How about the cost? A hot water system usually costs a little more to install, but you gain the advantages of radiant warmth and lifelong service. In fact, all Crane Sunnyday residential boilers carry a 20-year guarantee against boiler section failure . . . and Crane is the *only* company to offer such assurance of quality and lasting satisfaction.

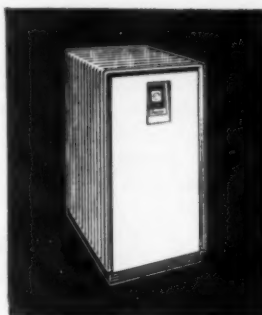
What is radiant baseboard? Radiant baseboard (we call it Sunnybase) was pioneered by Crane to replace the old-fashioned upright radiator. It takes the place of the regular wooden baseboard and gives even, comfortable warmth from floor to ceiling. Because the radiant warmth is transmitted to the room from the outside walls, all cold drafts are eliminated before they have a chance to get started.

What about warm air? Warm air heating has made tremendous progress. Instead of the big, round gravity furnace, you can get small, compact forced air furnaces that filter and even humidify the air. Crane offers a complete line of attractive Sunnyland furnaces for installation in the basement, utility room, crawl space, or even the attic.

What about central air conditioning? If you're going to put warm air in your homes, Crane has a complete Sunnyland year 'round system available for automatic control 365 days a year. You can also feature a Crane Sunnyland furnace convertible to year 'round operation at a later date.

If you're going to heat with hot water, room heating-cooling units can be installed that cool with chilled water. Or you can offer a separate cooling system as optional equipment.

Is this a nationally advertised product? Crane heating and air-conditioning advertisements appear in the leading consumer magazines. If you install a Crane system, just say "We feature Crane." The name helps you sell.



Here's the Crane Sunnyday 15 . . . one of 5 Crane residential boilers guaranteed for 20 years.



Illustrated is a Crane Sunnyland Hi-boy furnace with add-on cooling coils mounted on top.

For more information on Crane heating products, see your Crane heating contractor, Crane Branch or Crane Wholesaler.

CRANE CO. 836 South Michigan Ave., Chicago 5
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING

When land gets scarce, he hangs his houses on a hillside.



**Individual lots are
few and expensive in
this area; but if
you're part mountain
goat, you can try
builder Price Sebring's
solution.**

THE CONCRETE WALLS that make this house possible are shown in this construction picture. The magnificent view of Long Island Sound is the reason for the house's existence.

**LAND PLANNING
SECTION**

Good, level building sites around Roslyn, Long Island, have become collector's items. This fact has more or less forced builder Price Sebring into becoming something of an expert at building straight up and down.

The economic facts of life have pushed the price of ordinary land in Sebring's territory up over \$7,000 an acre, and waterfront property clean out of sight. When Sebring wanted to build a house for himself with a view of Long Island Sound, his approach was imaginative and direct. He found a lot that had mountainous characteristics, bought it well below market value, and designed and built a house to fit on it.

From there on, things started to snowball. Thomas Delaney, owner of the house in this article, had found an ever steeper site. A friend steered him to Sebring, who designed and built it for him. This in turn led to a third hillside job, now under way, and a fourth, presently in the final-planning stage.

"You've got to design with hillside costs in mind," Sebring says. "If you tried to put an H-shaped house on a hillside, you'd be way out of line." Even with good planning, he adds, costs of earthwork, foundations, and materials handling will push up the price. For this house, which cost around \$27,000, Sebring estimates that the extra hillside work ran the bill up something like eight per cent. But the cheaper cost of the land more than offset this; and when the finished result is as handsome as this house, and commands such a spectacular view, the owner may justifiably feel that he has bought himself a bargain.

WHAT →
HOW ↓





JUTTING IMPRESSIVELY out from the hillside, the house looks like a building impossibility. Actually, sound designing and planning made its construction relatively simple.



◀ **HILLSIDE PLANNING** is reflected in the floor plan. House is a simple rectangle, long and thin, so that the grade differential from front to back is not too great.

How this hillside house was built ▶

For hillside building: special



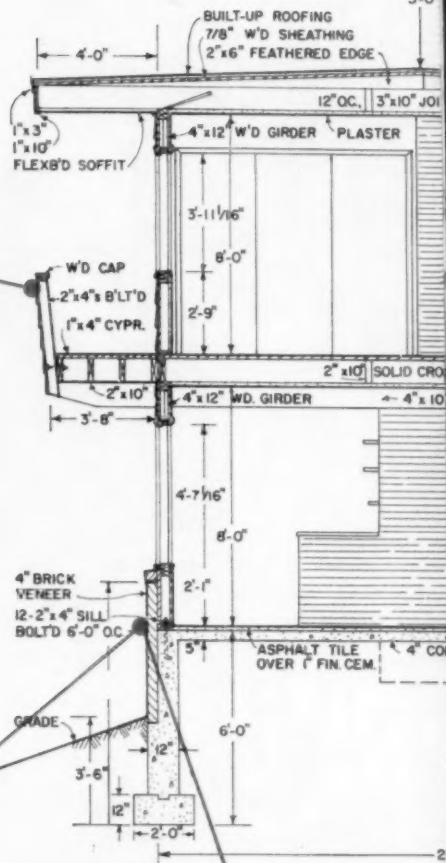
SIDE VIEW shows how the house sets snugly into the hill, despite the steepness of the slope. Balcony above opens off the master bedroom, also serves as a roof to make the lower-level patio into a weatherproof front entry.



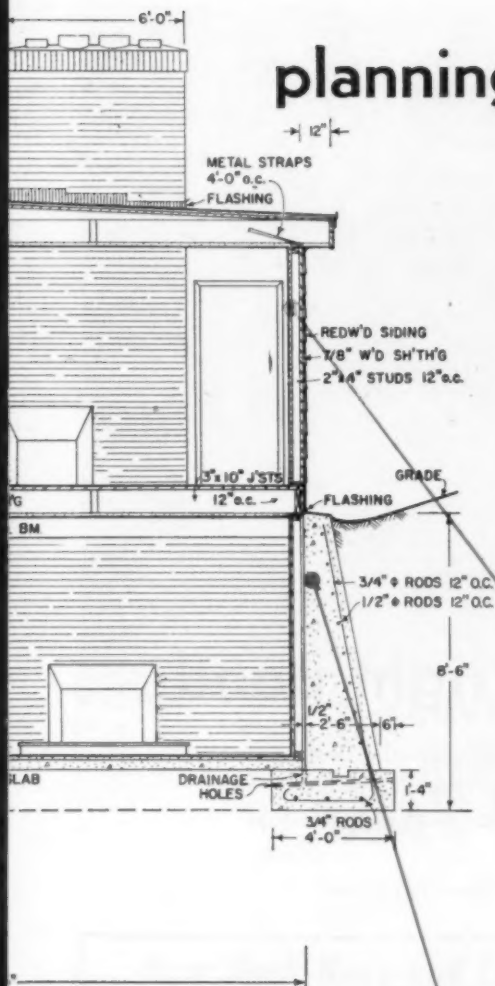
FRONT FOUNDATION WALL is shown during the early stages of construction. Despite the slope, it acts merely as does any normal foundation. The floor slab is tied to it with reinforcing, provides extra front-to-back support.



BRICK VENEER makes this attractive finish on the front of the wall. One of the extra expenses when such a house is finished, is landscaping. Planting, plus extra costs for walks, steps and drive may run as high as \$500.



planning, special techniques



MATERIALS HANDLING is a major problem. This was the only level piece of ground on the site, so lumber had to be unloaded here, later carried down the slope. Scheduling had to be perfect to prevent unworkable congestion.

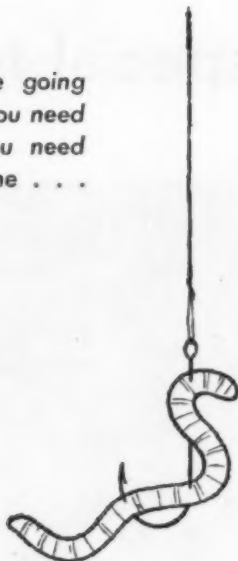


REAR RETAINING WALL is extra heavy. Note that it is not a structural part of the house; wall is framed in front of it. Thus timber shrinkage in front and back will be equal. House required better than 100 yards of concrete.



RÉAR OF THE HOUSE gives no hint of the precipice on the other side. Once the retaining wall, foundation wall, and the slab had been completed, construction could continue almost as if the house were on the level.

CONTRACTORS! When you're going after new construction business, you need more than the right bait — You need to know where to drop your line . . .



We help you pick the right pond

just looking anywhere is a costly way to find business—the best, economical way is to be at the right place at the right time. If you want to know what jobs are coming up and when, then mail this coupon today.

TO: **DODGE REPORTS**, 119 WEST 40th STREET, DEPT. AB-257, NEW YORK 18, N. Y.

Yes! I'd like to pin-point my prospects by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area and type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

I'm interested in General Building ☐ House Construction ☐ Engineering (Heavy Construction) ☐

in the Following Area: _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____





New Back-Hoes and Loaders for 1957 Make More PROFIT FOR YOU!

Here's a whole new era of profits for you. The new Davis 210 Back-hoe with three interchangeable mounting points so you can switch digging positions from center to side for flush digging alongside buildings, fences, etc...and its exclusive hydraulic rotary boom swing cylinder gives you a smooth, continuous 200° cushioned operating arc without ever changing a pin...an engineering achievement desired by all, but accomplished only by Davis. Both the new 210 and America's largest selling back-hoe, the Davis 185, have 7,000 pounds of breakaway and new comfort design. They are both available as Davis' unique, low-cost, truck-mounted back-hoes that will fit any one-ton or larger flat-bed truck...compact in transport, self-powered, completely detachable. The popular Davis Loader has also been improved for greater utility...which means more profits for you in 1957, if you have Davis equipment.

Davis products are available for most popular tractors, and are sold and serviced anywhere in the United States and Canada by better dealers. See your dealer or write for literature. Please specify tractor and equipment you desire.

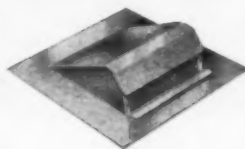
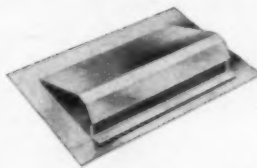
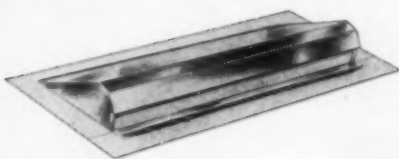
MID-WESTERN INDUSTRIES, INC.

1009 SOUTH WEST STREET, DEPT. AB
WICHITA, KANSAS



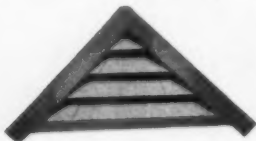
THESE GOLD BOND EXTRAS MEAN BETTER VENTILATION

Gold Bond Aluminum Louvers and Ventilators

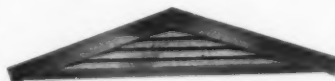


ROOF VENTILATORS Permanent protection against weather by auxiliary over-flashing or drip cap at bottom of opening. Deep baffle foils rain even in

high winds. Made to fit shingled roofs of any pitch—an easy, durable, insectproof installation. 3 sizes give 3-inch openings in 10", 20" and 40" lengths.



ADJUSTABLE LOUVERS
Greater range than most adjustable louvers—4-12 through 12-12 pitch. Large free area at every pitch—give more ventilation at 4-12 pitch than most adjustables give at 6-12 pitch. Integral riveted units—can't come apart. 7 sizes up to 92" base, from 4 to 8 vanes.



FIXED LOUVERS Unique design assures a solid and rattle-free installation. Ideal for attic fans. 5 size in 4-12 pitch—from 7" to 12" base. 6 sizes in 5-12

pitch—from 38.4" to 115.2" base. Also a 3-12 pitch model that can be altered to 2-12 or 2½-12 with bases from 76" to 120½".

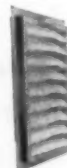
FLUSH FLANGE

No dirt-catching crannies because front edges of vanes are flush with outer surface—vanes turned down in front and up in back for rain-snow protection. Quickly installed in frame, brick or veneer walls. 11 sizes from 8" x 8" to 30" x 24".



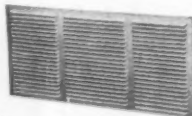
RECESSED FLANGE

Drip edge at bottom, sloping top—and no dirt-catching corners. Integral center flange gives sealing and attaching surface to sheathing under siding. Siding fits snug against frame, needs no additional trim. Also for brick walls. 7 sizes from 8" x 8" to 24" x 30".



WALL AND UNDER EAVE VENTILATORS

Flush flange with finned face. To supplement roof or attic wall ventilation. Also used in walls above foundation for crawl space ventilation. For under-eave, cornice or soffit; to cover openings between joists and soffit. 16" x 8" and 16" x 4".



FOUNDATION VENTILATORS

Strong, non-porous frame and grill. Available with or without dampers, these can replace a standard concrete block or be nailed to ends of floor joists in poured concrete foundations. Fits standard 16" x 8" block opening.



ALL GOLD BOND ALUMINUM LOUVERS AND VENTILATORS are furnished with FHA-required 8-mesh aluminum screen and formed from .025" aluminum except Foundation Ventilators which are die-cast aluminum and Fixed Louvers which are .032" aluminum. For more details on how the complete Gold Bond® louver-line means full dampness protection everywhere in every house you build, write National Gypsum Company, Dept. AB-27, Buffalo 2, New York.

ALUMINUM LOUVERS AND VENTILATORS

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS



"Luxurious American Kitchens turn house-hunters into home owners!" says Ed Perkins

of Wood Manor Construction Company, prominent Washington, D.C. builder, in praising sales power of American Kitchens in selling new suburban homes in the \$25,000 class.



"Pioneer" Kitchens of birch, copper and steel
highlight new homes in suburban Washington, D. C.

"Our most successful salesman is the luxurious new 'Pioneer' by American Kitchens," states Mr. Edward Perkins, President of Wood Manor Construction Company of Washington, D.C.

"Of the 150 suburban homes recently built in this area by Wood Manor Construction Company—every one with a 'Pioneer' Kitchen—all were sold before completion. We are firmly convinced this dramatic blend of natural birch and antique copper is a prime factor in clinching the sale."

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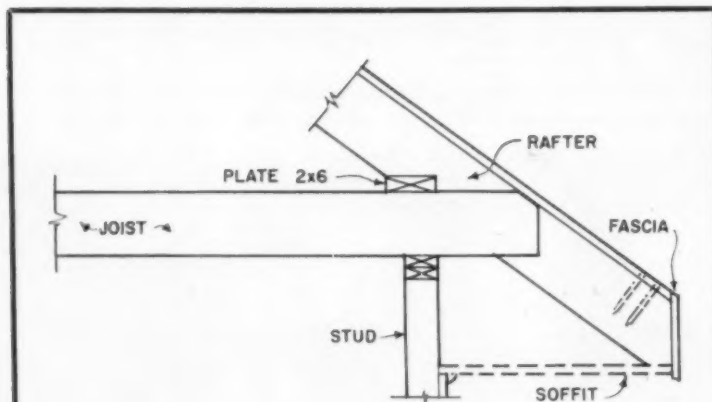
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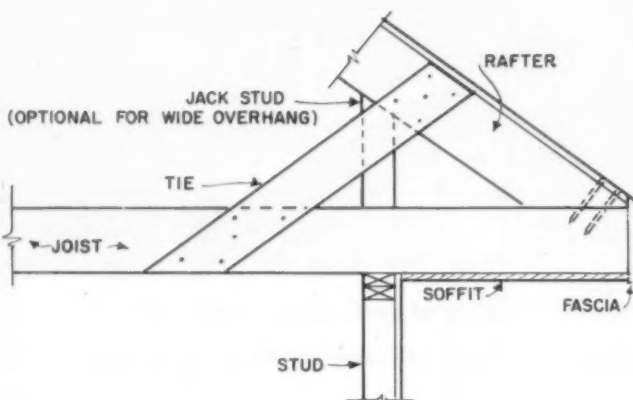
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Address _____

City _____ Zone _____ State _____



How to frame cornices . . .



. . . with narrow and wide overhangs

The top sketch shows a simple method of framing a cornice that does not have too wide an overhang. It differs from a framing method that would set the rafter directly on top of the double 2x4 plate in that it will permit a somewhat wider overhang without necessitating a very low window line.

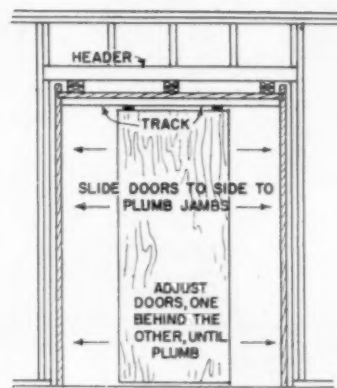
While the sketch shows an additional 2x6 plate on top of the joists, it would also be possible to use a short jack stud nailed alongside the joist, and resting between the bird's mouth cut and the wall plate.

S. Libro, Sea Isle City, N. J.

Where much wider overhangs are desired, as in the ranch type of house, the framing in the lower drawing is simple and strong. Since the soffit is nailed to the bottom of the joists, the cornice will be at the same height no matter how wide the overhang may be.

Note that contrary to general practice, the rafter is cut so that it will sit on the top of the corresponding joist, and not be merely nailed alongside. Thus the jackstud shown in the drawing may not be needed. The tie is to prevent lateral sway.

L. R. McGray, Newport, N. H.



Avoid door fitting

This method of setting the jambs for sliding closet doors eliminates the need for trimming the doors to fit the jambs.

First, the head and side jambs are assembled in the usual manner, and set into the rough opening. The side jambs are cut until the head jamb is perfectly level. Then, instead of plumbing and nailing the side jambs first, wedge and nail the head jamb in its level position.

Next, install the track on the head jamb. Take the doors, which have been cut square and have their hardware mounted, and hang them on the track, adjusting the rollers until the doors hang perfectly straight.

Now, slide the doors to either side against the side jambs. Wedge the jambs until they match the edges of the doors, and nail them. The result will be a perfect fit.

A. C. Drennan, Auburn, N. Y.

Eliminate warping

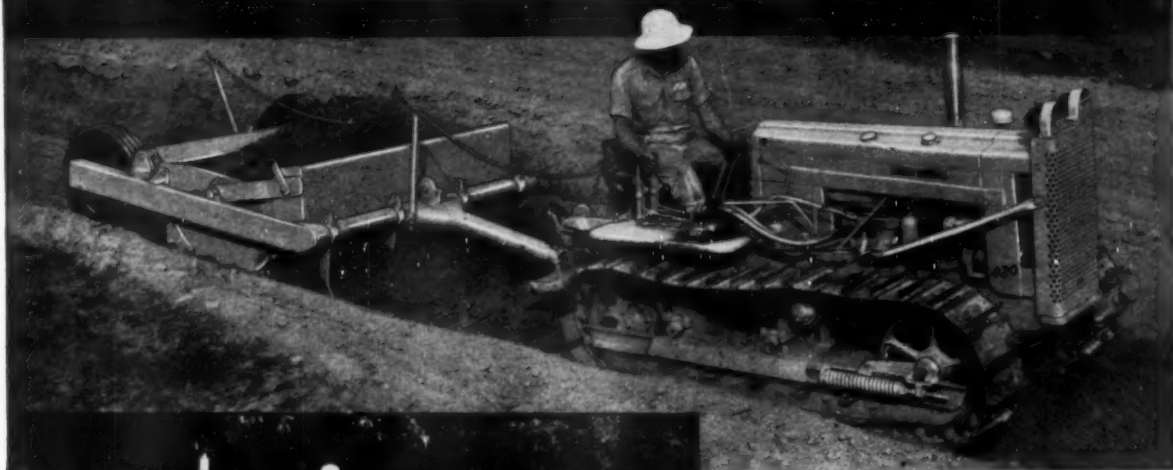
Exterior steps or stairs that are exposed to alternate sun and rain are liable to warp in a short time. This idea will prevent most of this warpage.

In the underside of the tread, cut a series of grooves— $\frac{1}{8}$ to $\frac{1}{4}$ of an inch in width, depending on the size and thickness of the tread. The cut should be about one third the thickness of the tread in depth. All edges and sides of the stair should be carefully painted before installation.

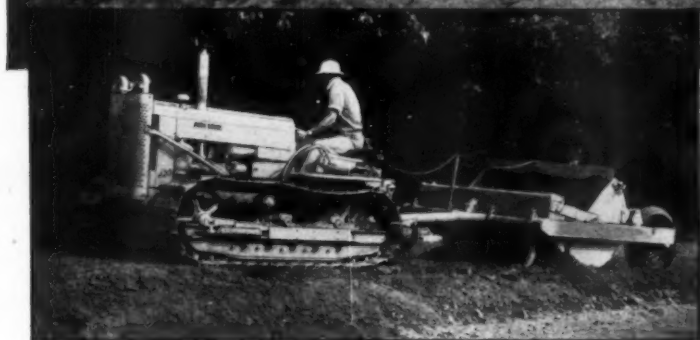
N. M. Pittman, Overton, Tex.

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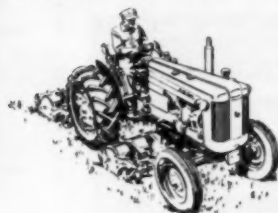


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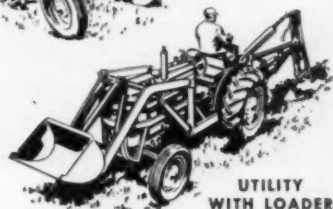
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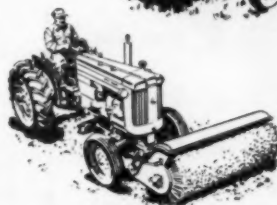
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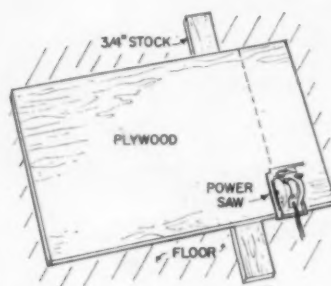


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American Builder

How to do it better...

(Continued from page 222)



Cut it on the floor

When you're working alone, it's difficult to cut off pieces from full-size sheets of plywood working on horses in the normal way. With no one to hold it, the cut off piece will usually drop before the cut is completed, and splinter at the end.

Instead of using horses, lay the work on the floor, and slide a piece of three-quarter stock under it as shown. The cut piece will not drop far enough to split the work.

A further precaution would be to put another piece of three-quarter stock under the piece to be cut off.

Norman Hanson, Portland, Conn.

Cleaning brick walls

When cleaning a newly laid brick wall to remove mortar smears, try using a little wet sand and a soft brick to rub with.

This method has two advantages over the usual acid and water used to clean off mortar: first, there is no danger of discoloring the mortar, and second, there is no danger of acid burns or acid in the eyes. There should be little difference in the time required to do the job by either method.

H. M. Lemaster, Carlinville, Ill.

Nailing hardboard trim

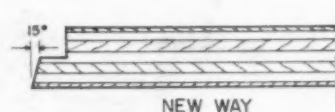
When nailing up pre-finished hardboard cap, a small hole just the diameter of the nail head should be drilled to a depth of about one-sixteenth of an inch. This will eliminate the "puff" which ordinarily is formed when the nail is set.

M. G. Miller, Ft. Lauderdale, Fla.

Securing templates

If you are using a template repeatedly to lay out parts on wood, try putting sandpaper on the bottom of it with rubber cement. The sandpaper will keep the template from sliding around on the work.

H. Mueller, Danboro, Pa.



Cabinet door edges

The normal method of milling the edges of cabinet doors, as shown in the upper drawing, is to put a lip with a quarter round on the outside. This exposes the plywood layers on the face of the door.

If the edges are machined as shown in the second drawing, no veneers will show on the face of the door. The same offset hinges used in the regular method will work with this new way.

R. Alexander, Cumberland, Md.

Can you do it better?

SEND US...

- A brief written description
- A simple sketch
- Snapshots, if possible

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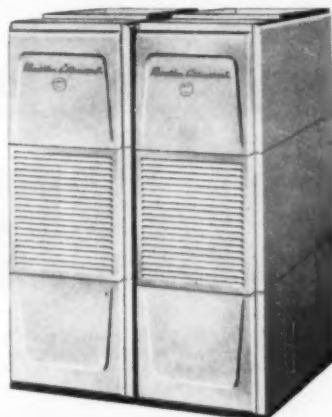
This installation—like almost half of those in the "Parade"—included heating plus provision for cooling, for little more than the cost of a heating unit alone.

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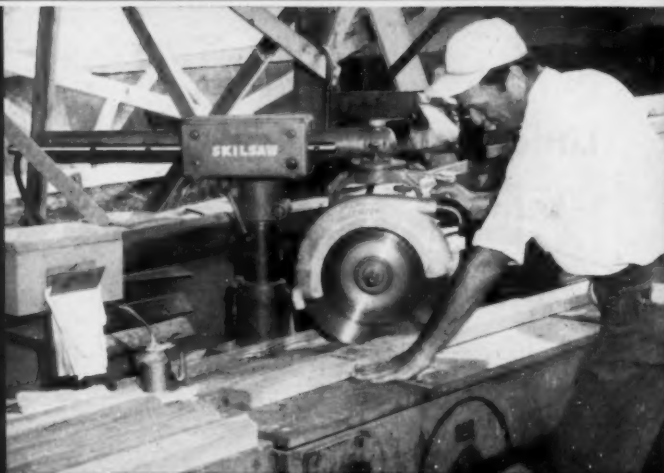
"My SKIL Saws have paid for themselves many times. I have shelved all my other power saws. SKIL Saws are at least 33% *faster* than any other saws we've used. I save another 50% in maintenance costs. *I wouldn't have anything else.*" This is what E. W. Price, superintendent of Franklin Builders, Inc., Columbus, Ohio, says about his 4 SKIL Saws.

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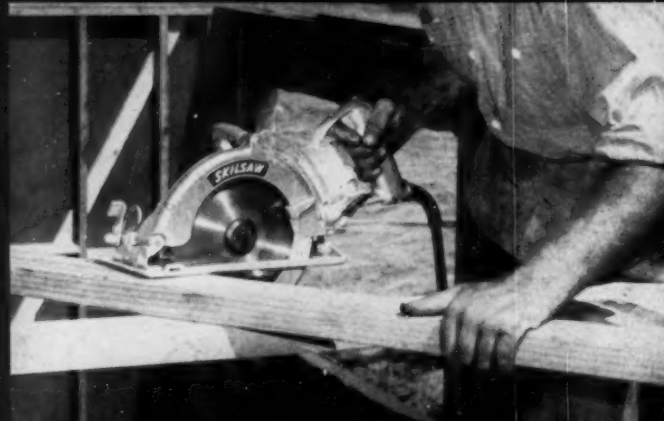
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"Been using this SKIL Radial Saw continuously for four years, 8 hours a day, 5 days a week . . . without a single breakdown or delay," says Aaron Woolf, mill foreman of the Arcose Co., Cincinnati. "It has furnished lumber for over 1200 homes in five subdivisions. And not just ordinary cuts either. We bevel, miter, rip or dado—every cut required to finish a house averaging 1200 square feet of floor space."



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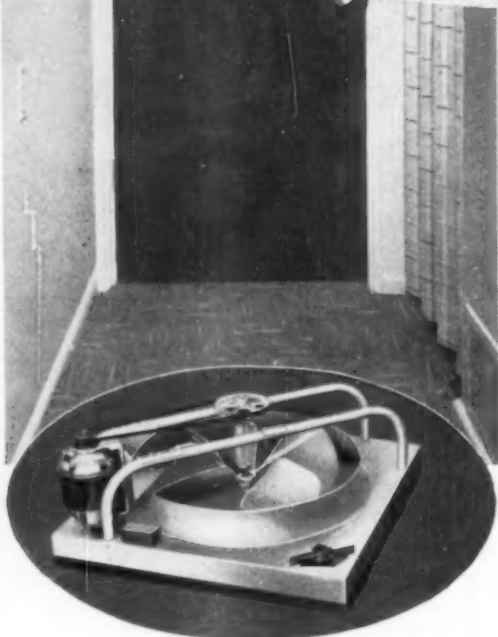
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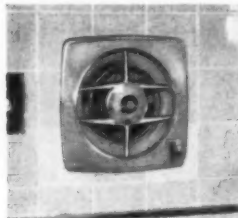
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that saves installation time and dollars



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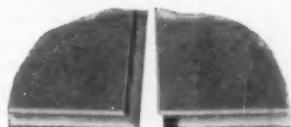
Ready for use without painting or finishing, Korelock is available in 10 decorator colors in new satin-lustre finish, plus 6 distinctive wood patterns. Particularly adaptable to building and modernizing heavy traffic areas, Korelock has a soilproof baked finish which stays like new for years. Maintenance time and expense is drastically reduced because Korelock wipes clean with a damp cloth.

Korelock's simplified installation eliminates backing materials and adhesive. Available in easy-to-handle sizes 24 inches by 48 inches and 24 inches by 96 inches. All panels are tongued and grooved, eliminating the need for joint coverings.

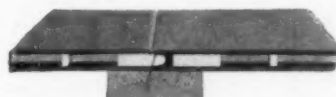
Get complete details on Korelock ceiling and wall panels by writing Marlite Division of Masonite Corp., Dept. 203, Dover, Ohio.

Marlite® plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

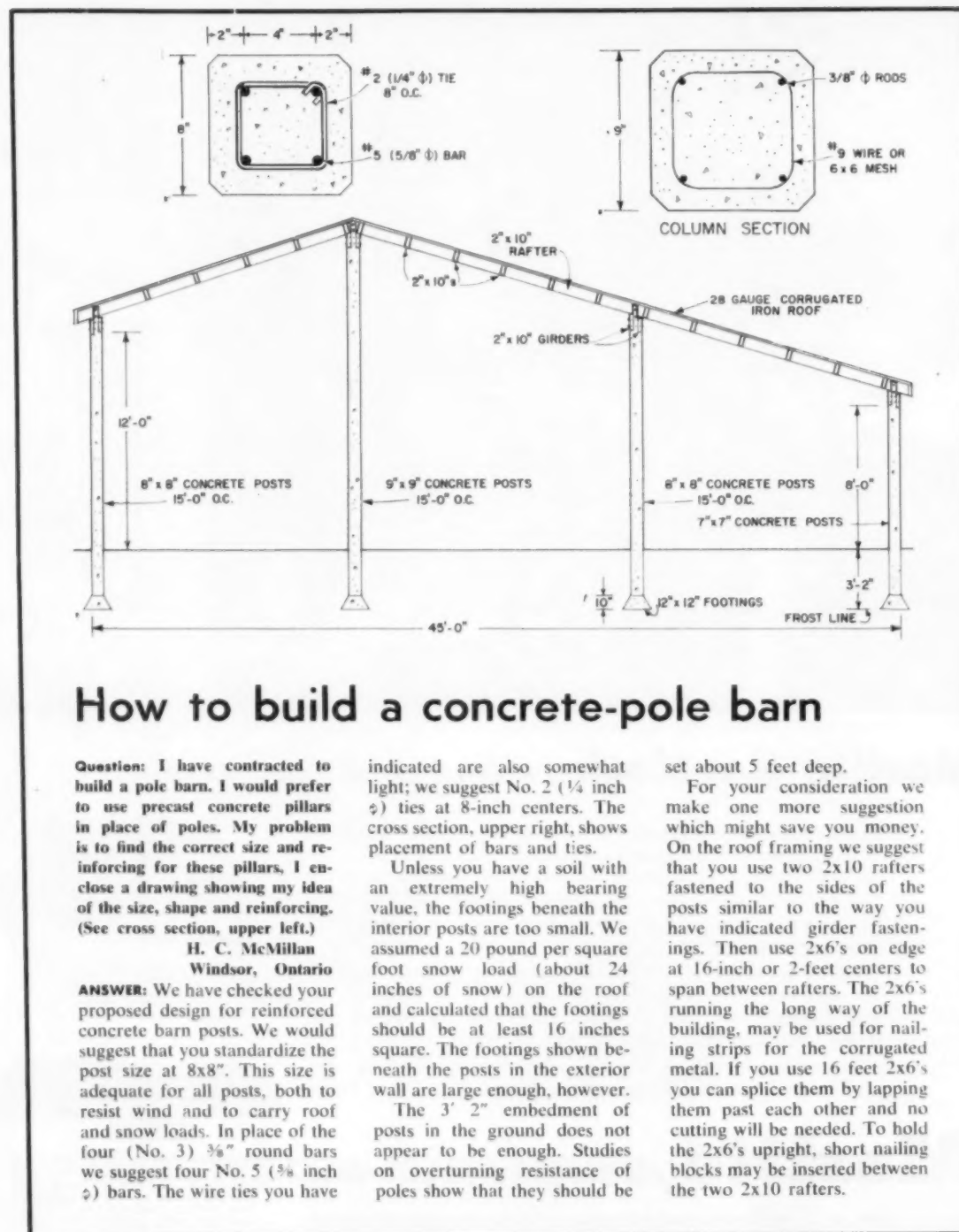


Structurally Strong—Korelock is really a wall in itself! The face of Korelock panels has the same baked plastic surface as all Marlite panels, laminated with a rigid interlocking wood core, and a sealed back of Masonite Tempered Duolux. The 1/2" thick panels combine beauty, strength and durability.



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How to build a concrete-pole barn

Question: I have contracted to build a pole barn. I would prefer to use precast concrete pillars in place of poles. My problem is to find the correct size and reinforcing for these pillars, I enclose a drawing showing my idea of the size, shape and reinforcing. (See cross section, upper left.)

H. C. McMillan
Windsor, Ontario

ANSWER: We have checked your proposed design for reinforced concrete barn posts. We would suggest that you standardize the post size at 8x8". This size is adequate for all posts, both to resist wind and to carry roof and snow loads. In place of the four (No. 3) 3/8" round bars we suggest four No. 5 (5/8" dia) bars. The wire ties you have

indicated are also somewhat light; we suggest No. 2 (1/4" dia) ties at 8-inch centers. The cross section, upper right, shows placement of bars and ties.

Unless you have a soil with an extremely high bearing value, the footings beneath the interior posts are too small. We assumed a 20 pound per square foot snow load (about 24 inches of snow) on the roof and calculated that the footings should be at least 16 inches square. The footings shown beneath the posts in the exterior wall are large enough, however.

The 3' 2" embedment of posts in the ground does not appear to be enough. Studies on overturning resistance of poles show that they should be

set about 5 feet deep.

For your consideration we make one more suggestion which might save you money. On the roof framing we suggest that you use two 2x10 rafters fastened to the sides of the posts similar to the way you have indicated girder fastenings. Then use 2x6's on edge at 16-inch or 2-foot centers to span between rafters. The 2x6's running the long way of the building, may be used for nailing strips for the corrugated metal. If you use 16 feet 2x6's you can splice them by lapping them past each other and no cutting will be needed. To hold the 2x6's upright, short nailing blocks may be inserted between the two 2x10 rafters.

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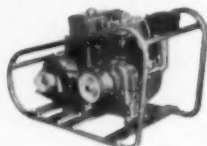


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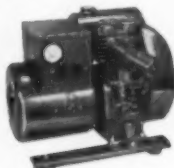
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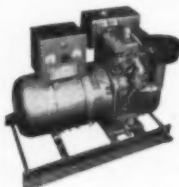
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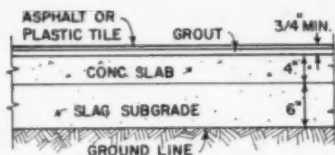
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American Builder

Ask the experts...



CELLAR FLOOR

Best construction for gym floor

QUESTION: Is vinyl or asphalt tile suitable for a gym floor? The plans for the floor construction call for 3"x6" D&M sub-floor with 10- and 11-foot spans between supports and 1 1/4" maple floor for finish. Is there a metal clip made to fasten this type of sub-floor directly to the Steel I-beams or will it be necessary to first fasten a nailer to the beams?

I. Oliver Pfeiffer
Bremen, Ind.

ANSWER: Vinyl tile or asphalt tile are not particularly suitable for a gymnasium floor, though they may be used. Maple flooring on sleepers set in a resilient mastic above the subfloor is considered most satisfactory.

Maple flooring 1 1/4" is fine for a finish. We would recommend a nailer strip on the steel to fasten the subfloor.

The detail indicated will reduce noise and vibration in the building.

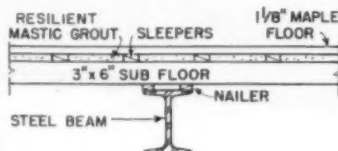
Blistering paint on exterior wall

QUESTION: I have trouble with moisture coming out through siding. It blisters the paint on exterior walls of a bathroom.

This house is about one year old and is built on a slab. The outside walls are of sheet rock with aluminum foil on back, 3/4-inch insulation sheathing, building felt, and cedar siding.

R. J. Marshall
Weedsport, N. Y.

ANSWER: To prevent moisture from penetrating a frame siding wall, the interior surface of the exterior wall of the bathroom should be covered with a watertight seal.



In its present state, the wall has no material sufficiently resistant to moisture penetration as dense as that occurring in a bathroom full of steam. Therefore, some moisture seeps through the joints in the insulated sheathing, as well as around the window.

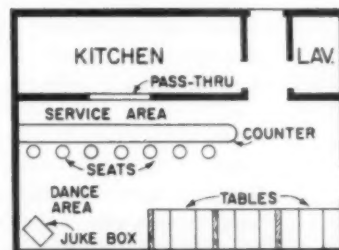
To prevent this occurrence, a water-tight seal, such as plastic tile on a grout base as indicated above might be used. Care should be taken to caulk all joints between the tile sections thoroughly, inside and outside around the windows.

Commercially prepared water-tight mastic grouts are available for this purpose.

Plan for cafe arrangement

QUESTION: I have a building 26'x34' and would like to have a suggested plan for a cafe arrangement for booth and counter, stove, and small dance space.

Charles H. Sloan
Seneca, S. C.



ANSWER: Above you will find a suggested cafe arrangement for the building size you requested. This is, of course, only one of a thousand possible layouts. It is impossible to give you complete advice without being familiar with the details and problems involved.

We would suggest that you get in touch with an architect in your area who knows more about your problem, budget and circumstances.

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Feb. 9-17: Home Builders of Greater St. Louis, 215 North Meramec Ave., St. Louis 5, Mo. Bildors home show; St. Louis Arena. Mel Doernhoefer, director.

Feb. 9-17: Home Builders of Greater Seattle, 170 Mercer St., Seattle 9,

Wash. Seattle home show, sponsored by the association and Seattle Post Intelligencer; Field Art'y Armory. William McDonald, managing director. **Feb. 14-17:** Third annual convention; New Washington Hotel. K. E. Mauck, chairman.

Feb. 11-16: Home Builders of Philadelphia & Suburbs, Robinson Bldg., 42 S. 15th St., Philadelphia 2, Pa. Home show; Commercial Museum. Joseph Sheehan and William E. Johnson, chairmen.

Feb. 13-17: Home Builders of El Paso, P. O. Box 7356, El Paso, Tex. 1957 home show; Coliseum. Patrick J. O'Toole, chairman.

Feb. 14-19: Home Builders of Greater Boston, 7 Water St., Boston, Mass. New England home show; Mechanics Building. Henry Sherman, chairman.

Feb. 16-23: Home Builders of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Annual home show exposition; West Hartford Armory. Clayton W. Johnson, chairman.

Feb. 16-24: Home Builders Assn. of Metropolitan Washington, 1757 K St., N. W., Washington 6, D. C. 11th annual home show; D. C. National Guard Armory. James W. Pearson, chairman.

Feb. 16-24: Contractors & Builders Assn. of Greater St. Petersburg, 800 49th St., North, St. Petersburg, Fla. Parade of homes and better living exposition. Lewis D. Williams, chairman.

Feb. 16-24: Home Builders Assn. of Des Moines, 527 7th St., Des Moines, Iowa. Home and flower show; Veterans Memorial Auditorium. Frank Dubinsky, G. R. Rex, co-chairmen.

Feb. 19: Northern Illinois Home Builders, 116 No. Main St., Wheaton, Ill. Merchandising meeting; St. Andrews Country Club, St. Charles, Ill. John Gartland, chairman.

Feb. 21: San Diego Building Contractors Assn., 530 Broadway, Suite 228, San Diego 1, Cal. Membership dinner meeting; Town and Country Hotel. Charles A. Taylor, chairman.

March 1-2: Michigan Assn. of Home Builders, 702 American State Bank Bldg., Lansing 68, Mich. Home building conference; Michigan State University, East Lansing. Lloyd Weller, chairman.

March 9-17: Home Builders Assn. of Greater Cincinnati, 907 Fifth Third Bank Bldg., Cincinnati 2, Ohio. Home and flower show; Cincinnati Music Hall. Earle W. DeLaitre, manager.

March 10-17: Associated Home Builders of Louisville, 306 Madrid Bldg., Louisville 2, Ky. Home show; Ky. State Fair Exposition Bldg. W. Arthur Sorrell, chairman.

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Manufacturers news . . .

Among new company appointments this month is that of **Chas. H. Lovette** to general sales manager of Shower Door Co. of America. He was formerly vice president in charge of sales for Sun Valley Industries. At the same time the appointment of **Ken Gurley** as assistant advertising director was announced. . . . **Donald J. Harper** was promoted to midwestern divisional sales manager of Pryne-Rittenhouse Sales Corp. He is replacing R. A.

Maynard who was transferred to the company's west coast home office in Pomona, Cal. . . . **Wallace R. Weidman** was named central division sales manager of United States Gypsum Co. . . . The new general manager for the Dayton division of H. C. Huber Construction Co. is **Philip S. Borden**. . . . **Frank G. Hough Co.** announced the appointment of **Robert L. Knox** and **Herman R. Brown** as assistant sales managers. . . . **Arthur Miller** joined the Security



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Sash and Screen Co. as a division manager. . . . **Ruberoid Co.** announced the appointment of **Alfred M. Eberle** as assistant to the general superintendent of the company's plant in Dallas. . . . The appointment of **Thomas G. Cleghon** to the porcelain enamel frit sales and service staff of the O. Hommel Co. was announced. . . . **Harold Willis** was named sales representative of Miss. for Macklanburg-Duncan Co. . . . **William M. Day** was named director of engineering for Bryant Manufacturing Co. . . . **William D. Crelley** was appointed advertising director of Owens-Corning Fiberglas. He was formerly assistant sales manager of Sweet's Catalog Service of F. W. Dodge Corp. . . . **Ramset Fastening System**, a part of Olin Mathieson Chemical Corp., named **Jack Schwaller** advertising and promotion manager. . . . **Lee A. Miles** was appointed to the newly created position of assistant to the field sales manager of Mueller Climatrol. . . . **M. E. Dowd** was appointed assistant merchandise manager for the Gold Seal division of Congoleum Nairn.

The Building Stone Institute will hold its annual convention at the Hotel Roosevelt in New Orleans,



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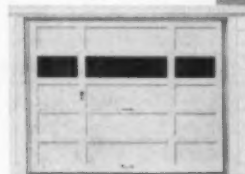
Feb. 21-23. . . . **George E. Warren**, president of Southwestern Portland Cement Co., was elected chairman of the board of directors of the Portland Cement Assn. . . . **Universal-Rundle Corp.** announced the appointment of two assistant district managers—**Charles A. Henry** who will work out of the Chicago office and **Elmer Harber** who will work in the Dallas office. . . . Completion of the merger of The Long-Bell Lumber Co. and Long-Bell Lumber Corp. into International Paper Co. was announced by J. D. Leland, formerly president of both Long-Bell companies.

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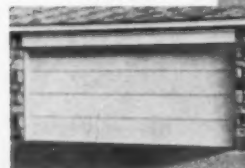
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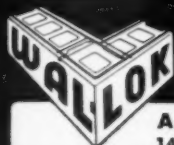
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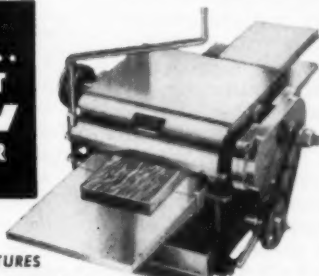
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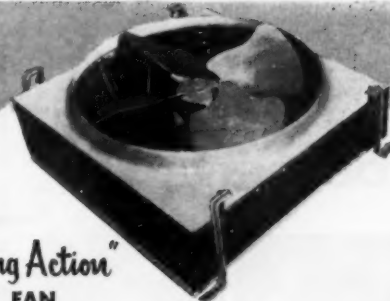
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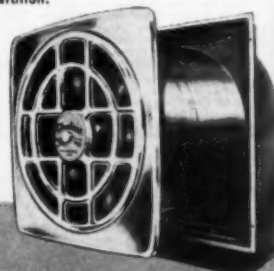
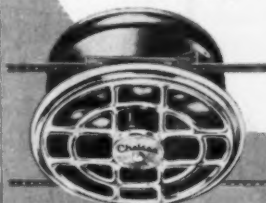
Every Chelsea fan is packed with exclusive operating features that help you sell more fans—and are designed for fast and simple installation! Chelsea fans are competitively priced—with a bigger profit for you. With Chelsea you sell more—and make more profit!

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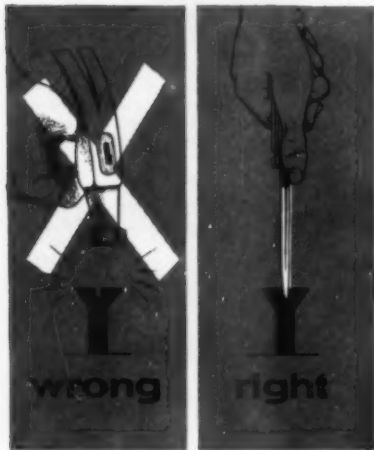
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American Builder

KEEPING UP WITH THE LAW:

Court says city can subdivide 1½ miles from its boundary



By JOHN F. MCCARTHY
Attorney-at-law

Regulations by a municipality for subdividing land within one and one-half miles beyond its boundaries, and not within the limits of any other municipality, including requirements for streets, curbs and gutters, have been upheld by the Supreme Court of Illinois in *Petterson v. City of Naperville*, 137 N.E. 2d 371.

Certain statutes of the State of Illinois authorized municipalities to create Plan Commissions with power to prepare and recommend comprehensive plans for urban development. The Commissions were authorized to make reasonable requirements concerning streets and alleys in lands one and one-half miles beyond the boundaries of the municipalities, and not within the limits of other cities, towns or villages. The statutes provided that no plat of subdivision of any lands within the one and one-half mile areas might be recorded without approval of such Plan Commissions and of municipalities in question.

The City of Naperville is approximately 20 miles west of Chicago. Pursuant to the authority of the state statutes, the City created a Plan Commission and later adopted a so-called subdivision control ordinance applicable not only to lands within the City, but also one and one-half miles beyond its boundaries. The Plan Commission in turn adopted a comprehensive plan, not only for Naperville, but also for lands one and one-half miles beyond.

The Pettersons owned twenty acres of land contiguous to Naperville. They submitted a plat of subdivision which provided for streets twenty feet in width without curbs and gutters. The Plan Commission, and the City of Naperville itself, refused to approve the plat unless certain streets were extended and increased to 25 feet in width, and un-

less curbs, gutters and storm sewers were provided. The Pettersons refused, and the present litigation followed.

The Supreme Court held that the state legislature might authorize municipalities to exercise reasonable powers beyond their territorial limits. The Court said that the requirements for further and wider streets, and for curbs, gutters and storm sewers were reasonably related to public health, safety and welfare, and were valid. The Court said that:

*"Cities ordinarily have no jurisdiction beyond their corporate limits, and municipal ordinances are confined in their application to the territory of the municipality adopting them. * * * But the legislature may, if it sees fit, confer special extraterritorial powers on municipalities, and when it does so the court recognize and give effect to them. * * * The exercise of such extraterritorial powers by a municipality is, of course, always subject to the requirement that the ordinance passed pursuant to legislative authority constitutes a valid exercise of the police power, and bears a reasonable and substantial relation to the public health, safety or general welfare."*

* * *

"The legislature undoubtedly had in mind the complex problems connected with the development of territory contiguous to cities as bearing on the health and safety of all inhabitants within and without the municipality; that in such territory, in the interest of uniformity, continuity, and of public health and safety, the streets should be constructed in such a way as to afford reasonably safe passage to the traveling public and provide reasonable drainage in the interests of health."

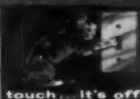
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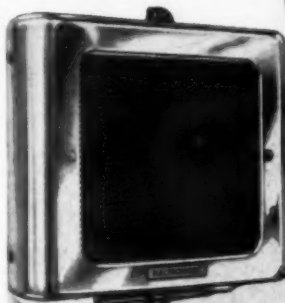
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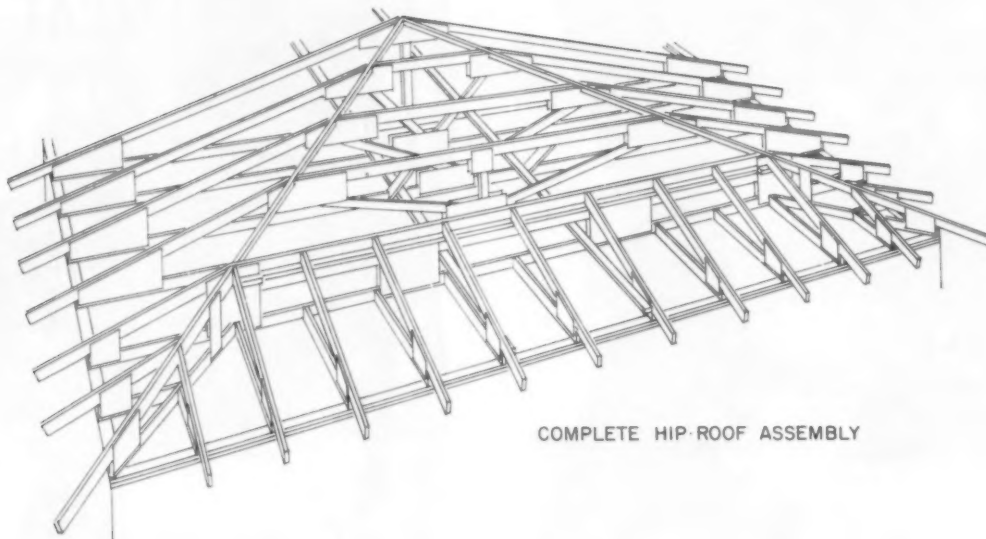
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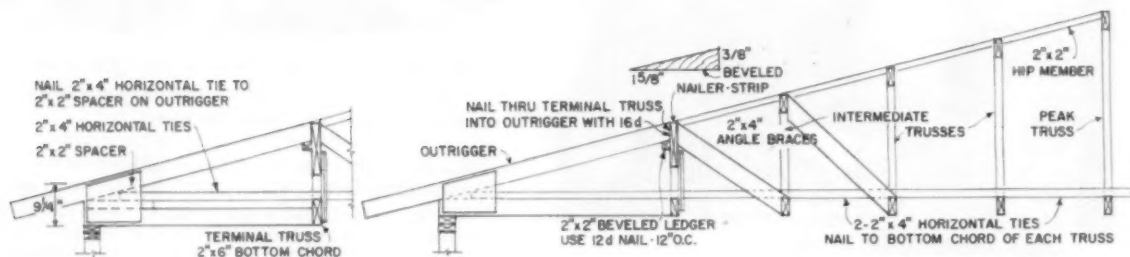
City.....

State.....

Hip-roof truss assembly



COMPLETE HIP-ROOF ASSEMBLY



OUTRIGGER & TERMINAL TRUSS SECTION

SECTION THRU HIP-ROOF ASSEMBLY AT 24'-8" SPAN

The truss has become a permanent fixture in today's gabled-roof houses. Most builders will agree that the speed with which it can be erected in the field, and the elimination of load bearing partitions that it permits, make it an important item in economical building. Also, it fits the increasingly important concept of off-site construction of standard components.

There have, however, been relatively few attempts to adapt a truss system to hip roofs, largely due to the fact that it would require considerable careful engineering and testing. This technical work has been undertaken by the University of Illinois Small Homes Council; the resultant hip-truss system has reached a degree of standardization.

For example, for the given 3/12 slope, (acceptable by most builders) all outrigger dimensions, truss heights, and sloping top-chords will be the

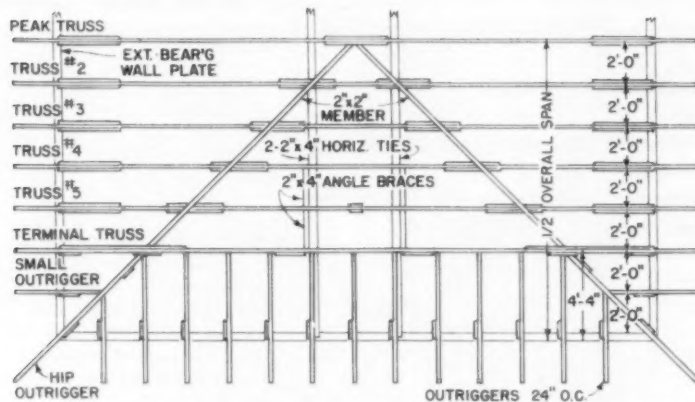
same, regardless of span; the only changes would be in the flat top-chords, and of course in the overall dimensions of the peak trusses. In jumping from the 20'-24'8" range to the 25'-28'8" range of spans, an additional hip truss is needed.

Besides the outriggers, which can be built on the tip of a standard truss jig, the only truss built in a different manner is the terminal truss. Its top chord is a 2x10, and to it is nailed a 2x2 beveled ledger which supports the outriggers.

The spacing is largely responsible for this standardization: 24" on center out to the terminal truss, and 48" from this member to the plate. And for the standard modular spans of 20'8", 24'8", and 28'8", the two 2x2 hip members will meet precisely at the first peak truss. These truss members are set up after the trusses are up, and are notched into the trusses.

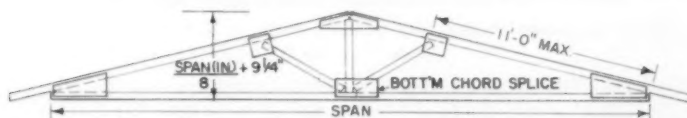
truss for hip roofs

PLAN OF ASSEMBLY



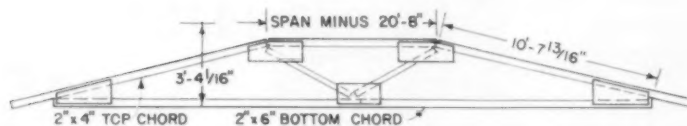
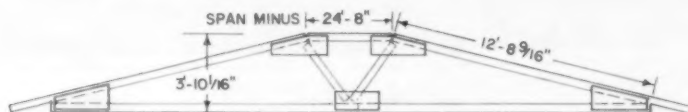
◀ **TOP VIEW** of truss assembly. Note that the distance from the end plate to the first peak truss is exactly one half the overall span of the truss. Hip members are let in after trusses are up.

GEOMETRY OF TRUSSES & FRAMES - 2"x4" TOP CHORDS & 2"x6" BOTTOM CHORDS



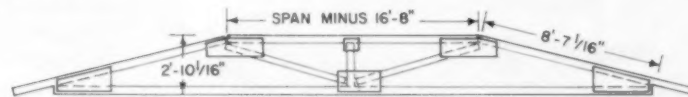
PEAK TRUSS

TRUSS #2



TRUSS #3

TRUSS #4

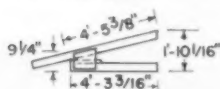


TRUSS #5

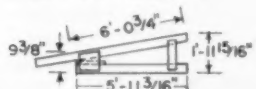
TERMINAL TRUSS



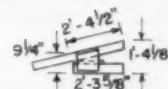
OUTRIGGER



HIP OUTRIGGER

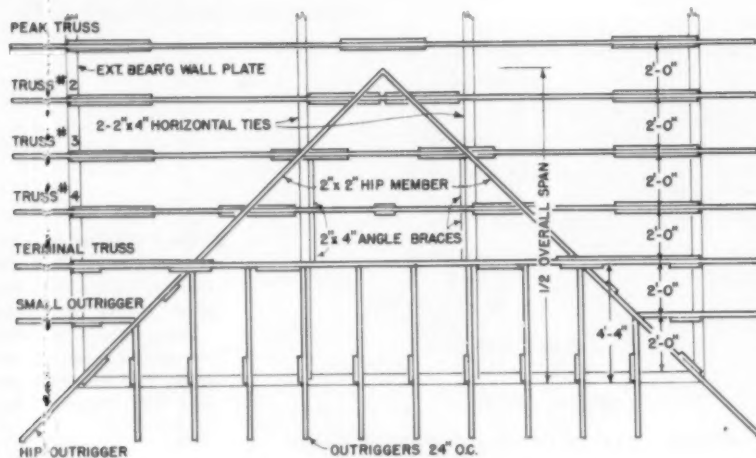


SMALL OUTRIGGER



For smaller spans ▶

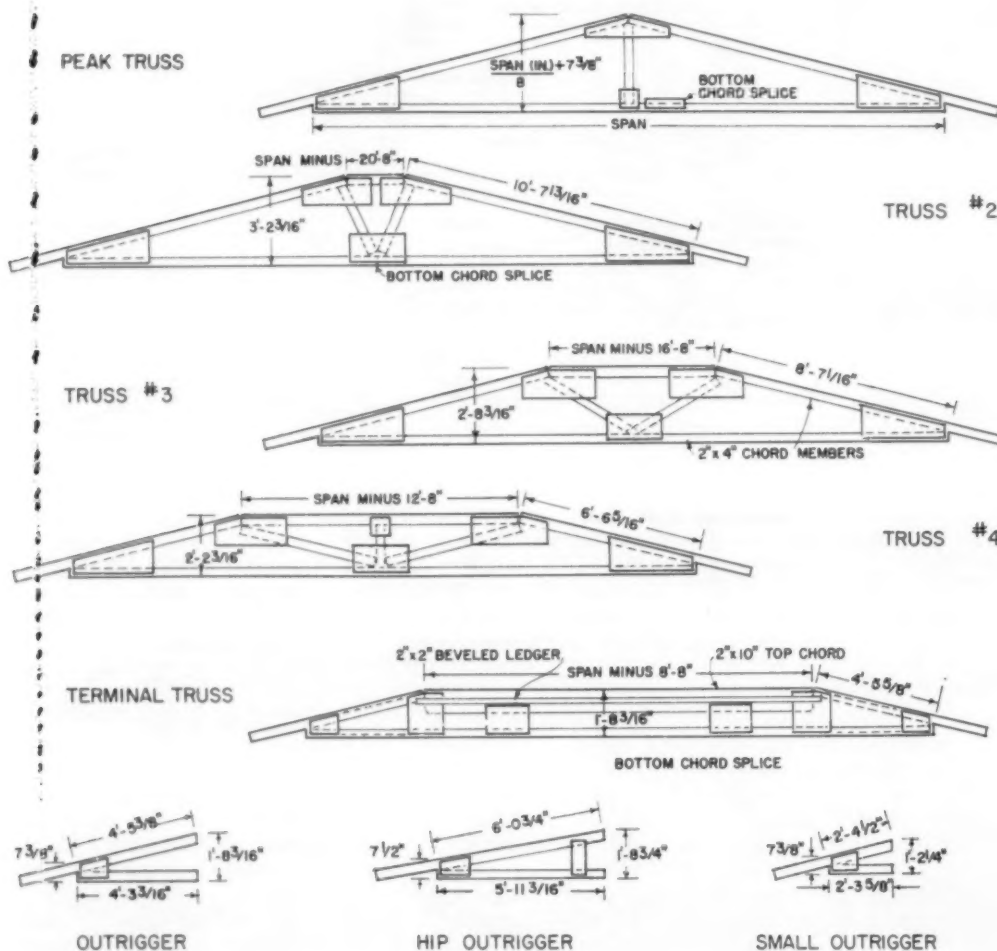
PLAN OF ASSEMBLY



21' to 24'8\"/>

◀ **TOP VIEW** of small span assembly. For spans other than 20'8", 24'8", and 28'8", the two 2x2 hip members will meet at a point somewhere between the peak and the #2 truss.

GEOMETRY OF TRUSSES & FRAMES - 2" x 4" TOP CHORDS - 2" x 4" BOTTOM CHORDS



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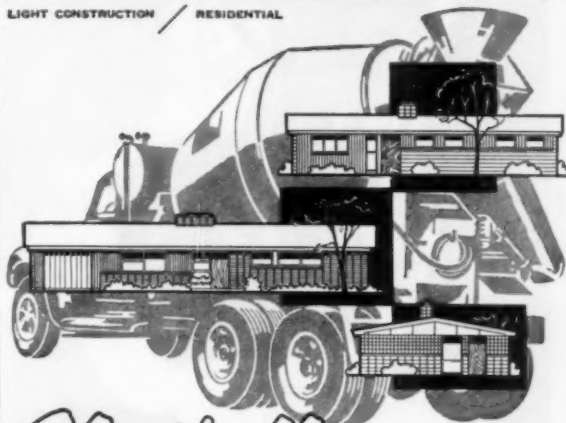
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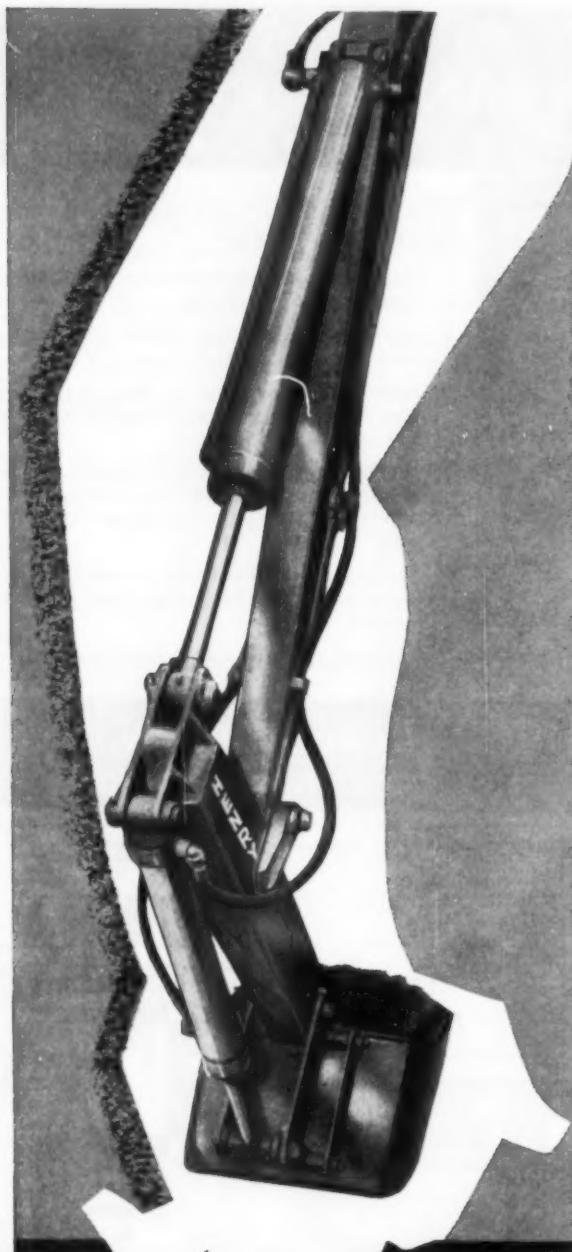
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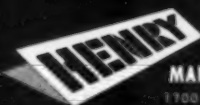
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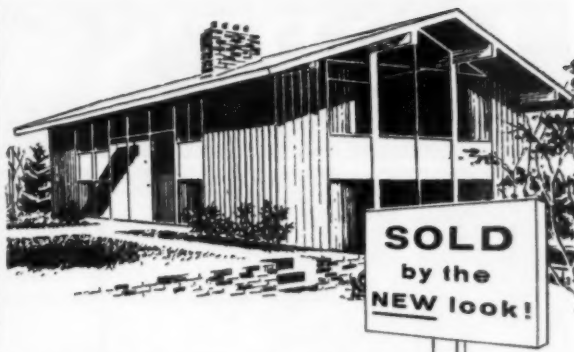
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40 %	California	38.3
	Nevada	37.8
30 % to	Oklahoma	34.0
35 %	New Jersey	33.3
	New Hampshire	33.1
	Florida	32.2
	Massachusetts	31.8
	Vermont	31.6
	Kansas	30.8
25 % to	Texas	28.9
30 %	New Mexico	28.4
	Minnesota	27.6
	Virginia	27.2
	Michigan	25.9
	New York	25.8
25.2 %	National Average	
	Connecticut	25.1
	Pennsylvania	25.0
20 % to	Colorado	24.7
25 %	Utah	24.7
	Georgia	24.3
	Ohio	23.6
	Wyoming	23.6
	Indiana	23.5
	Tennessee	22.5
	Arizona	22.0
	Alabama	21.3
15 % to	Maine	19.9
20 %	Wisconsin	19.3
	Missouri	19.3
	Idaho	19.2
	Nebraska	19.2
	Louisiana	19.2
	South Carolina	18.5
	Rhode Island	17.8
	Iowa	17.5
	Montana	16.4
	North Carolina	15.3
10 % to	Oregon	14.8
15 %	Illinois	14.6
	Arkansas	14.5
	Kentucky	13.9
	South Dakota	13.2
	West Virginia	11.7
	Mississippi	10.5
	North Dakota	10.2
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10 %		

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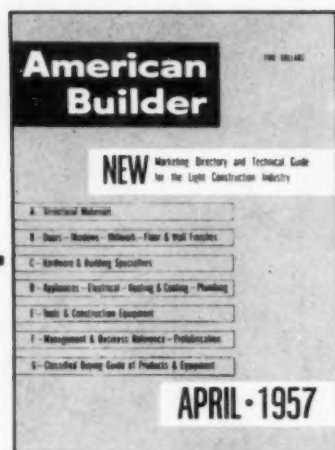


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NEWS

(Continued from p. 25)

changes and set comparable interest rates.

● We must seek and secure a new, modern, expanded FHA which will give home buyers a workable, non-subsidized financing tool that does not discriminate against non-veterans. A liberal down-payment schedule should be made available to veterans and non-veterans alike.

● FHA's antiquated mortgage risk formula should be taken out of moth balls, modernized and brought up to date. The 1954 Housing Act eliminated the mutual insurance premium and FHA has stated that tremendous reserves are accumulating. Instead of reducing the mortgage insurance premium, as has been suggested, the mortgage risk formula should be revised and the ratio of monthly income to monthly housing expense should be reduced. This would partially offset the increased interest rates and other costs.

● Because of increased costs, offset by comparable increased wages, maximum reasonable value should be increased to \$30,000 which is comparable to the \$12,000 house 20 years ago.

● Allowable down-payment schedule should start at two per cent at \$10,000 and graduate to 15 per cent at \$30,000. Starts could be regulated to meet the demand and the money supply by careful manipulation of the down-payment schedule. This discretionary authority would be vested in the President.

● FHA should insure mortgages to qualified builders for 85 per cent of value and recognize a plan of equity accumulation. The economic history of FHA-VA with its amazingly low percentage of foreclosures, has proven unquestionably "pride in home ownership" cannot be measured in terms of down-payment. Emergency defense programs have proven it is economically sound for FHA to insure mortgages to builders—and equally sound for builders to sell houses on a plan of "equity accumulation."

Whether or not builders will get what they're asking for is still not quite certain. To learn what's likely to happen, see p. 19.

**SEE Buying Guide
Page 157**

AMERICAN BUILDER



LOW COST LUXURY!

Haddon Hall Pattern Hardwood Flooring

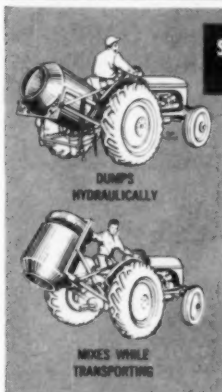
Here's parquetry hardwood flooring matching that of bygone days for beauty and craftsmanship, yet within your building budget. Haddon Hall is a direct reproduction of the charming basketweave design of the classic English Haddon Hall pattern. It is easily adapted to a wide variety of today's interior schemes.

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American Builder

New products



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Newly introduced TL-11 Tractor-Loader is designed for operation in confined area, and large lifting capacity. Has front wheel drive, and rear wheel power steering. Price: \$7,500, gas; \$9,100, diesel. Tractomotive Corporation, Dept. AB, Attn. E. R. Holt, Deerfield, Illinois.

Circle No. 2095 on reply card, p. 156.

Solid-center auger bits are specially milled

Except for largest sizes, all Greenlee No. 22 solid-center auger bits are milled on special Greenlee-built automatic machines. All cutting parts and screw points are automatically processed to provide complete uniformity. Greenlee Tool Company Division, Greenlee Bros. & Co., Attn. R. Brightup, Dept. AB, Rockford, Ill.

Circle No. 2096 on reply card, p. 156.



All-purpose mobile crane is easy to operate

The Ke Karry Krane is designed for both easier operating and for easier servicing. Has power steering, and adjustable boom with a single line capacity of 6,000 lbs. Also excellent stability and maneuverability. Hyster Company, Attn. John B. Ferguson, Dept. AB, P. O. Box 3418, Portland 8, Oregon.

Circle No. 2097 on reply card, p. 156.

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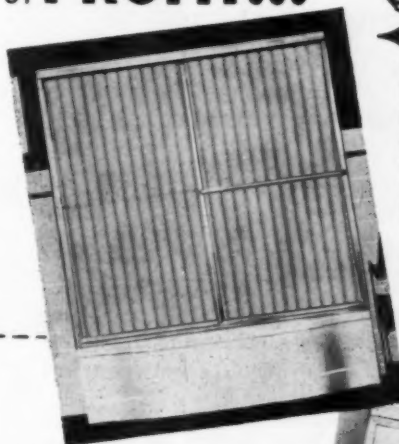
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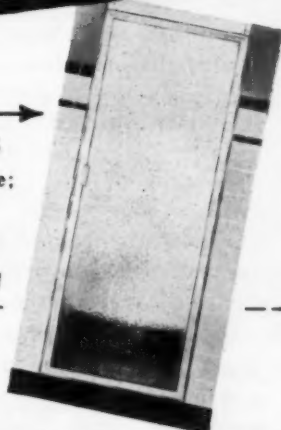
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BLUEPRINT HOUSE ESTIMATING GUIDE

(Continued from p. 123)

House		Ranch
Area		1470 sq. ft.
Cube	Frame	11,280 cu. ft.

CONCRETE WORK

Location	Actual	Actual—S per cent
Foundation Footing (House)	157 cu. ft.	
Foundation Footing (Garage)	65 cu. ft.	
Passage Way Footing	40 cu. ft.	
House Walls 7'0"	920 cu. ft.	
Garage Walls 4'0"	217 cu. ft.	
Passage Way Walls 4'0"	134 cu. ft.	
Passage Way Slab 5"	59 cu. ft.	
Garage Slab 4"	140 cu. ft.	
House Slab 4"	462 cu. ft.	
Pier Footings	12 cu. ft.	
Fireplace Footing	24 cu. ft.	
Fireplace & Chimney Stack	130 cu. ft.	
Porch Chunks	130 cu. ft.	
Porch Slab 4"	12 cu. ft.	
	2,502 cu. ft.	2,627 cu. ft. or 98 cu. yds.

STRUCTURAL STEEL

Location	Description	Amount
Girders	7" I 15.4 49'0" long	1 Piece
Lally Columns	3-1/2" diam.	3 Pieces
Bridge Truss		12 Pieces
Fireplace Lintel	(angles) 3 1/2" x 3 1/2" x 1/4"	
	x 3/4" long	2 Pieces
Fireplace Lintel	(angles) 2" x 2" x 1/4"	
	x 3/4" long	2 Pieces
Pipe Columns	2" diameter	2 Pieces
Passageway Bolts	3/8" diam. 6" long	2 Pieces

BRICKWORK & MASONRY

Location	Description	Amount
Fireplace & Chimney	Brick	250 cu. ft.
Flue Lining	12" x 18" T.C.	12 Lin. ft.
Flue Lining	12" x 12" T.C.	18 Lin. ft.
Passage Way Fence	Open Brick Work	126 sq. ft.
Veneer	4" Brick	367 sq. ft.
Sill	8'0" long stone	2 Pieces
Hearth	12" x 2-1/2" x 32" stone	1 Piece
Hearth	12" x 2-1/2" x 32" stone	1 Piece

TILE WORK

Location	Description	Amount
Floors	ceramic	86 sq. ft.
Walls	ceramic	252 sq. ft.

DRY WALL

Location	Amount
Walls	Approx. 2,800 sq. ft.
Ceiling	Approx. 1,410 sq. ft.

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	(2) 2 x 6	—	324	324
Floor Beams	2 x 10	80/16	1280	2,134
Box Header	2 x 10	—	100	167
Bridging	1 x 3	—	840	160
Ceiling Beams	6 x 12	—	108	648
Bath Studs	2 x 6	8/8	64	64
Bath Plates	2 x 6	—	24	24
Studs	2 x 4	520/8	4160	2,774
Plates	2 x 4	—	1260	840
Ceiling Joists Planting Area	2 x 4	16/10	160	107
Rafters	2 x 8	37/14	592	790
Rafters	2 x 8	37/14	518	691
Garage Rafters	2 x 8	18/22	396	528
Garage Door Header	(2) 2 x 10	2/18	36	60
Posts	4 x 4	3/10	30	40

SHEATHING, FLOORING, ROOFING, ETC.

Location	Description	Actual	Actual—10 Per Cent
Sub Floor	1 x 4 S4S	1,410 sq. ft.	1,551 sq. ft.
Finish Floor	Wood	1,200 sq. ft.	1,320 sq. ft.
Roof Sheathing	1 x 6 T & G	2,088 sq. ft.	2,297 sq. ft.
Roofing	3 Ply Tar & Gravel	2,088 sq. ft.	2,297 sq. ft.
Insulation Ceiling	2" Batts	1,410 sq. ft.	1,551 sq. ft.
Insulation Walls	2" Batts	674 sq. ft.	741 sq. ft.
Kitchen	WP Ply	127 sq. ft.	140 sq. ft.
Kitchen	Linsalum	127 sq. ft.	140 sq. ft.
Side Wall sheathing	1 x 6 T & G	688 sq. ft.	757 sq. ft.
Siding	10" Wood	315 sq. ft.	347 sq. ft.
Garage Roofing	3 Ply Tar & Gravel	528 sq. ft.	581 sq. ft.
Garage Sheathing Roof	1 x 6 T & G	528 sq. ft.	581 sq. ft.
Garage Siding	1 x 10" Wood	500 sq. ft.	550 sq. ft.
Passageway Roof	Plastic	160 sq. ft.	176 sq. ft.
Garage Sheathing	1 x 6 T & G	536 sq. ft.	590 sq. ft.

AMERICAN BUILDER

MILLWORK

Ext. Trim Location	Description	Amount
Fascia	1 x 10	192 Lin. Ft.
Fascia on Garage	1 x 10	90 Lin. Ft.
Passageway fascia	2 x 6	40 Lin. Ft.
Frieze Board	1 x 8	192 Lin. Ft.

Int. Trim Location	Description	Amount
Base	1 x 4	380 Lin. Ft.
Cl. Pole	1 1/2" Diam.	30 Lin. Ft.
Pole Sockets	Wood	5 Pair
Cleats	1 x 3	50 Lin. Ft.
Hook Strip	1 x 4	50 Lin. Ft.
Shelving	1 x 12	120 Lin. Ft.
Stairs	12 Risers	1 set

DOOR SCHEDULE

Ext. Doors Size	Description	Amount
3'0" x 6'8" x 1-3/4"	Flush S.C.	1
2'6" x 6'8" x 1-3/4"	Flush S.C.	1
16'0" x 7'0" x 1-3/4"	O.H. Door	1
3'0" x 6'8" x 1-3/4"	1 lite Frame	1

Int. Doors	Description	Amount
2'6" x 6'8" x 1-3/4"	Flush H.C.	5
2'0" x 6'8" x 1-3/4"	Flush H.C.	1

Sliding Doors	Description	Amount
2'6" x 6'8"		9
2'0" x 6'8"		4
4'0" x 6'10"	Glass Ext. Doors	4

Total 27

Note: All doors are to be ordered from the door schedule complete with frames, trim, casing, steps, saddles, etc.

WINDOW SCHEDULE

Size	Description	Amount
2 (4'0" x 2'0")	Gang of 2 T.H.	5
4'0" x 2'0"	T.H.	1
5'6" x 6'0"	Fix Glass	3
5'6" Triangle	Fix Glass	6
2'0" x 7'0"	Fix Glass	1

Total 16

Aprons	1 x 6	80 Lin. Ft.
Stools	1 x 8	80 Lin. Ft.

Note: All windows are to be ordered from the window schedule in gangs as specified to include frames, sash, trim, casings, etc.

KITCHEN CABINETS

Location	Size	Amount
Sink Counter	4'6" x 3'0" x 2'0"	1
Counter	1'6" x 3'0" x 2'0"	1
Range counter	5'6" x 3'0" x 2'0"	1
Oven counter	2'0" x 2'6" x 2'0"	1
Oven Hanger	2'0" x 2'0" x 1'0"	1
Range Hangers	4'6" x 2'6" x 1'0"	1
Hanger	3'6" x 3'0" x 1'0"	1
Hanger	3'0" x 3'0" x 1'0"	1
Ref. Hanger	3'0" x 1'0" x 1'0"	1
Broom Closet	2'0" x 7'0" x 2'0"	1
Formica Top	Approx. 31 sq. ft.	1
Back Splash	Approx. 20 Lin. Ft.	1

Total 12

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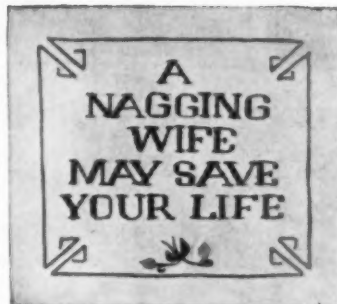
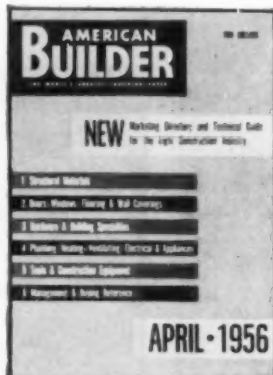
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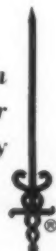


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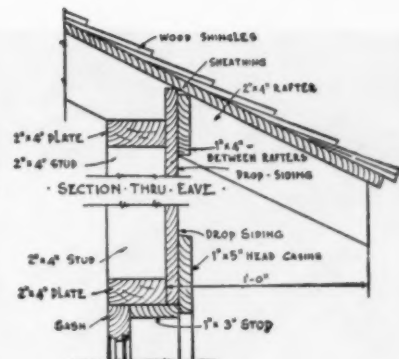
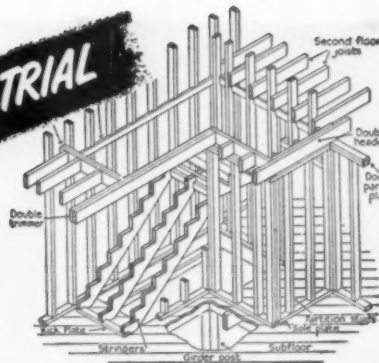
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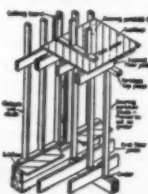
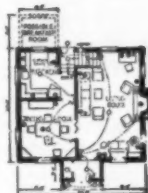


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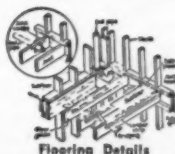
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Portrait by Fabian Bachrach

"IBM was one of the first companies to..."

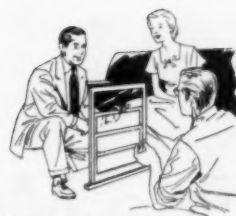
"I have always been proud of the fact that IBM was one of the first companies to put into effect the Payroll Savings Plan for the purchase of United States Savings Bonds, and I am delighted to see this patriotic endeavor continuing year by year and increasing throughout our organization. Today thousands of IBM employees, through their participation in the Plan, are helping their country and providing for the future of their families and themselves." **THOMAS J. WATSON, JR., President**
International Business Machines Corporation

If employee participation in *your* Payroll Savings Plan is less than 50% ... or, if *your* employees do not now have the opportunity to build for their future through the systematic purchase of U.S. Savings Bonds ... a letter to: Savings Bonds Division, U.S. Treasury Department, Washington, D. C., will bring prompt assistance from your State Director. He will be glad to help you put on a person-to-person canvass that will put an application blank in the hands of every employee. This is all you have to do. Your men and women will do the rest, because they will welcome the opportunity to build for personal and national security.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

AMERICAN BUILDER





*If you build-in air conditioning
or plan it for the future*

your windows should have this extra feature

If you're providing, or providing for, air conditioning in your homes, here's a feature that will strengthen your sales story.

It's Schlegel Certified Woven Pile Weather Seal. Made of flexible wool fibres, Schlegel Weather Seal is an integral part of the window. Flexible wool pile makes a lasting seal against air, moisture and dust infiltration.

Schlegel Woven Pile also means *silent* windows when winds blow. Pile cushion-

ions the frame and prevents rattling. The same cushioning action eliminates scraping sounds when windows are raised or lowered. It also provides a smooth surface so windows go up and down easily.

Schlegel Woven Pile makes air conditioning and heating systems more efficient and economical. It's part of every good window. When you specify windows, strengthen your sales story with Schlegel Certified Woven Pile Weather Seal.



Schlegel

Manufacturing Company



Industrial Textiles Since 1885

Rochester 7, N.Y. and Oakville, Ont., Canada

MULLER MACHINES *cut* Contractors' Costs



NEW 3½ CU. FT. NON-TILTING CONCRETE MIXER—Drum 36" dia. x 27" wide. Discharge opening 14". B & S Air-Cooled Engine 7.7 Hp. at 2700 RPM.

Muller Machines lead in low prices and low operating and maintenance costs. These result from the use of the best materials and components, simplified design and efficient manufacturing methods, based on 50 years of specialized experience.

Ask for prices and name of local dealer.

MULLER MACHINERY COMPANY, INC.
Metuchen 4, N.J. Cable Address: MULMIX



PLASTER AND MORTAR MIXERS—5 sizes 2 to 10 Cu. Ft. Electric or Gasoline. Power throw-out on smaller models, disc clutch on larger.



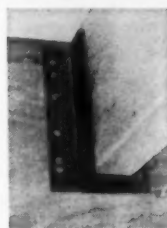
CONCRETE MIXERS TILTING TYPE—3, 3½ and 6 Cu. Ft. Electric or Gasoline. Timken Bearings.



4 BLADED POWER TROWELS—24", 29", 34", 44" dia. B & S Air-Cooled Engines. Clutch and speed controls on handle.

FROM KEEES... FOR

BETTER CONSTRUCTION WITH LESS COST



HEAVY DUTY JOIST HANGERS

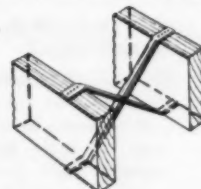
Eliminate need for notching sub-flooring or beams; joist can be mounted flush with floor beam. Made of heavy 14 gauge rust-resistant galvanized steel. Can accommodate nails or lag screws. Inexpensive.

Available in single width (No. 9 for 2x8, 10, 12, 14) and double width (No. 9-2 for 4x8, 10, 12, 14)

STUR-D RIBBED STEEL CROSS BRIDGING

Can be used in new or old installations, to strengthen existing floors, or as a bracing for studding. Stronger than wood, leaves maximum open space, saves up to half the labor.

Made of 16 gauge heavily galvanized V-ribbed steel. Available in 17" and 20" lengths for 12" and 16" centers. Flat ends with five nail holes for variable fit-ups.



SINCE
1874

F. D. KEES MFG. CO.
BEATRICE, NEBRASKA

Order from your jobber or
write P. O. Box 635

The Month Ahead

THIS MAY HURT A LITTLE

The economic facts of life aren't always pleasant, but they're always facts. Within the next few weeks, perhaps by the time you read this, the 85th Congress will have decided whether or not to raise government-insured mortgage rates. This decision will have a powerful effect on your business next year — unless you're lucky enough to work with conventional loans only, or with strictly cash customers. (Remember them?)

Anyway, that's why the lead news story in the March issue will be all about mortgage money. Be sure to read it.

IT'S GETTING GOOEY

Don't let that nice solid ground fool you. By the end of March most of the country will have begun to thaw out, which means mud, and the problems that go with it. If the frost isn't too deep in your neck of the woods, it might pay you to start your digging before the thaw really gets started. And try and get down enough gravel in the right places to make some sort of a rough roadway. Even if it costs a little extra money, you'll begin getting it back the first day a truckload of lumber doesn't sink clean out of sight.

SILVER-LINING DEPARTMENT

Even if tight money does hurt you this year, think twice before you scream to your congressman. A little braking on the economy right now will probably mean a healthier market later on.

Don't just sit there, do something

If the Congress takes a little time to make up its mind about raising interest rates, it doesn't mean that you have to sit around twiddling your thumbs. Regardless of what happens, there are certain facts already established for you to go on.

In the first place, whether VA and FHA rates go up or not, insured loans are going to stay expensive. Today you pay a high discount rate; if rates rise, carrying costs will be higher, and the buyer will have to be satisfied with a smaller house, or ante up a higher down payment. Either way, the market is going to suffer.

In the second place, tighter money means that competition for the credit dollar will get even rougher. You'll have to do a big selling job to convince people that since they can't buy both a new convertible and a house, they should choose the house. This may sound obvious, but the auto industry has done such a powerful advertising job that far too many people are choosing the new car.

How does this affect you?

Let's apply all this to your operations for the next few weeks. The basic planning for your Spring houses has already been done, and building may actually have begun. Will you have enough sales appeal for this sagging market? To make up for the drop in marginal buyers, you'll have to make a play for the man who has the money, but who is perfectly happy with the house he has now. You'll have to offer a house that is so up to date that he begins to think of his present one as hopelessly obsolete.

Aim for the woman of the house

The kitchen is the focal point of most of today's labor-saving appliances, thus the place where up-to-date-ness stands out strongest. That's why the big feature of next month's American Builder will be the newest in kitchens and equipment, from the manufacturers participating in the NAHB convention exhibits in Chicago. Sell the housewife, and nine times out of ten you sell the house.



This is the floor that sells the room that opens the door to easier home sales

The kitchen-family room is today's biggest, new selling feature in home building. And here's the floor that sells the room—rich, beautiful Gold Seal® Nairon Custom Tile. Home buyers prefer this full-thick vinyl plastic tile because its colors go all the way through—provides outstanding wear... because it cleans so easily, is so highly resistant to stains. And you can even install Gold Seal Nairon® over radiant heating. Yes, Nairon makes home selling easier. See it now at your Gold Seal Dealer. (See the yellow pages—"Floors" or "Linoleum").

Satisfaction Guaranteed or your money back

FOR HOME, BUSINESS, INSTITUTIONS: BY-THE-YARD AND TILES—INLAID LINOLEUM
NAIRON® PLASTICS • VINYLBEST® TILE • CORK TILE • RUBBER TILE • ASPHALT TILE

SPECIFICATIONS: Install over on-grade concrete, suspended wood or suspended concrete.

"Venetian"—5 colors— $\frac{1}{8}$ "

"Sequin"—19 colors— $\frac{1}{8}$ " and .080"

"Marble"—7 colors— $\frac{1}{8}$ " and .080"

All $\frac{1}{8}$ " tile available in 9" x 9", 12" x 12" and 18" x 18". The .080" tile offered in 9" x 9" only.



*Trademark

FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal®
FLOORS AND WALLS

© 1967 Congreum-Nairon Inc., Kenner, N. J.

Sliding Door Hardware for Interiors by *National*

For Style... Smart and modern, years ahead in design!

For Service... Unequaled for ease of operation!

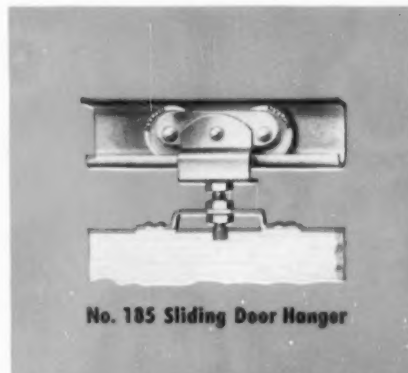
For Convenience... A space saver, doors bi-pass each other or slide each into its recessed pocket!

Architects and builders realize that the sliding door for interiors is a definite preference of the trade for today's functional home—where spaciousness and simplicity of design contributes towards more gracious living.

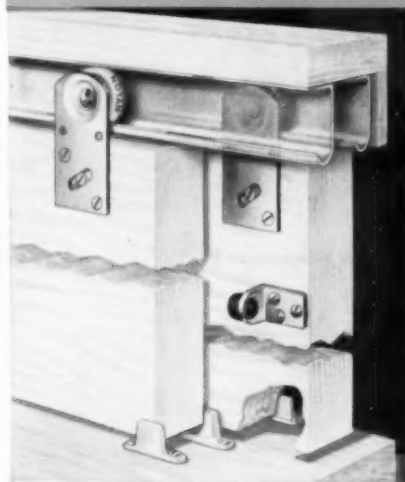


Valuable wall and floor space for the more artistic and practical placement of furnishing is now possible with interior sliding doors for wardrobes, closets and as room dividers.

The National hardware illustrated here is distinctive because of the many fine features embodied. Hangers have large nylon wheels 1 3/4 inches in diameter—they travel farther with less revolutions—faster, easier and quieter and never need lubrication. Hangers are made in both single and double wheel styles and fit every thickness of door. An illustrated brochure with full details, sent upon request.



No. 185 Sliding Door Hanger



View showing complete door assembly



No. 182 Sliding Door Hanger

Hangers are sold singly or in complete sets including floor guides, bumpers and pulls. Track is available in 44, 56, 60, 68 and 92 inch lengths.

National

MANUFACTURING COMPANY
Sterling, Illinois